



Crossing the Atlantic

A Breakfast for Slovenian Companies

Expanding into the United States

March 9, 2012, 8:30-11:00 (includes time for networking)

Slon Hotel

Slovenska cesta 34, 1000 Ljubljana

With over 300 million consumers, the U.S. is the largest, most mature market in the world. Learn what it takes to expand your business operations to include this lucrative market. Though the seminar will focus on firms targeting the IT and software industries, the seminar will benefit any innovation-focused or mid-market firm interested in understanding the tax and commercial essentials of opening a U.S. subsidiary.

Welcome Remarks

Deputy Chief of Mission, Eugene Young

You Can Too: How Slovenian IT Firms Entered the U.S. Market

Learn firsthand about practical aspects of entering the U.S. market from Slovenian firms, who will talk about the concrete challenges and opportunities for Slovenian firms establishing their business in the U.S. market including finding clients, staff, and funding:

- **Matevž Klanjšek**, **Celtra founder & CPO**, a platform for rich media mobile advertising
- **Julien Coustaury**, **DoubleRecall founder & COO**, a platform for effective brand engagement
- **Kristjan Pečanac**, **Boundbreaker advisor & coach**, a bridge between Slovenian and U.S. firms

Doing Business in the United States

Roger Royse, Royse Law Firm, PC, Palo Alto, CA

Roger Royse has practiced tax and corporate law since 1984, providing services to a wide spectrum of clients, from newly formed startups to publicly traded multinationals. He also practices in the area of angel and venture fund formation. Mr. Royse is widely published on technical tax topics, is a regular speaker for the California CPA Education Foundation and has been an adjunct Professor of Taxation for Golden Gate University. Roger is an active member of the American Bar Association Tax Section and Business Law Section.

Mr. Royse will present essential topics to any firm interested in entering the U.S. such as **taxation, transfer pricing, intellectual property protection, employment laws and liability protection.**

Language: The seminar will be conducted in English. No translation will be provided.

Space is limited! Only registered firms that have received a confirmation from the U.S. Embassy in Ljubljana will be admitted.