

## **PROGRAM U.S. BOOT CAMP**

**Interactive workshop with experts and business developers from the U.S.**

**U.S. Boot Camp, Wednesday, October 14, 2015**

**12:30 p.m. – 6:30 p.m.**

**Venue: ABC Accelerator, Šmartinska 152, Ljubljana**

**Two excellent trainers Anthony V. Russo, President of TradeHub International, USA and Steve Staresinic, CPA, CGMA will give crucial info about the U.S. market: understanding U.S., planning your entry, legal environment, financing, sales and marketing channels, human resources and cultural differences.**

### **PROGRAM**

**Introductory session** speakers briefly present themselves, participants tell crucial facts about themselves, company and product/s and why they choose US market, expectations etc.

**Cultural differences** between Americans and Europeans which affect how you deal with suppliers, customers, employees and the general public

**Planning your Entry into the US Market** – discussion of most important considerations like Module 1

- Getting Started
- This section is designed to lay the groundwork for the export process. It will set the foundation for subsequent modules. It will introduce labeling criterion, certifications and HS Codes.
  - Introduction: Key considerations for success
  - Planning: Identifying the right market
    - Educate
    - Communicate
    - Make a Plan
    - Know Your Product
      - Regulations, Certs and Codes

Module 2

- The Business Case
  - In this section the participants will learn how to build a business case. The goal is to mitigate risk while maximizing the chances for success.
  - Product/Price/Place/Promotion
  - Product Life Cycle/Seasonality
    - Right Product/Right Time
  - Customer Profiles
  - Capacity
    - Proper planning and growth strategies
    - Impact on current business
  - Price Strategies
    - Right Cost = Right Price
  - Competitive Analysis

- Know the Competition

#### Module 3

- Establishing the Market

Once the business case for export has been established, research must be conducted to ensure the best possible outcome. All aspects of the business must be studied and strong research conducted to support the reasons for going global.

- Market Research
- Duty, Tariffs and Trade Barriers
- Reaching the Customer
- Finding Buyers

#### Module 4

- The Export Process

Now that the business case has been supported by strong market research, companies need to understand their value chain, how they will reach the point of sale and all methods that are utilized in the US. They will need to be aware of documentation, the customs process, payment terms, incoterms, etc. (This section will only serve as an introduction to incoterms, payments and documentation as those topics will be covered in Steve's section.)

- Outline Your Value Chain
- Direct Sales, JVs and Licensing
- Pick the Right "Delivery System"
- Package Right
- Get Familiar with All Required Documentation

#### Module 5

- The Next Steps

Introduction into services that AMCHAM can offer to companies looking to establish themselves in the US Market. This will be brief, as we just want them to have an awareness.

- Talk about AMCHAM Missions and Services

**Financing in the USA** – discussion of amount of capital / resources required for entry, financing needs from home country (banks) and availability of capital in US and how to obtain it

**Human Resources in USA** – introduction to employer/employee relationships in USA, levels of training and education of work force, dynamics of work force not being unionized or represented by works councils (lots of advantages and a few disadvantages)

**Legal Environment in the USA** – introduction to typical types of (sales) contracts and other contractual situations, type of business form, taxation, legal challenges (i.e. product liability, dangers of lawsuits against the company from customers or regulators), insurance;