



US Market Entry - Overcoming "Marktwiderstand"



September 21, 2010, 9:00 am - 3:00 pm

World Trade Center Bremen

Overview

Many German businesses expanding to the US market are sooner or later faced with the failure of their enterprise, which is not primarily due to legal or fiscal mistakes (as one might believe), but instead directly attributable to strategic mistakes.

Americans accept a considerable risk in doing business with German companies: By buying German products, they enter into an unwelcome dependency relation with their European business partner, especially with regard to after-sales service, which German businesses commonly do not prioritize as highly as Americans. Furthermore, the relationship is bound to remain fragile because American businesses fear that their European partners will quickly withdraw from the American market when faced with unexpected problems. (According to estimates, roughly 50% of European businesses attempting US market entry eventually withdraw from the market altogether.) Therefore, the main strategic objective must be to address these concerns and reassure American businesses. The basis of any successful business relationship has to be binding commitments, mutual trust and sustainability; which is true for US Americans to an even greater extent than for Europeans.

The goal of this event is to demonstrate the causes for failure in the US market in order to effectively reduce the likelihood of failure for German businesses. The event is also aimed at businesses that may already have experience in the US market, but wish to rethink their strategy while encountering new promising approaches.

The event will be followed by an opportunity to have one-on-one consultations with Mr. Baker.

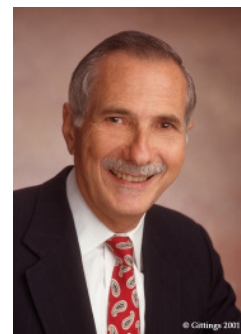
We kindly ask you to register for this event no later than September 14.

Speaker

Dr.-Ing. Marvin L. Baker

Chief executive of the consultant firm "High Technology Associates" (HTA) in Houston, Texas, Mr. Baker has been advising European business on their entry into the US market for over 25 years, holding over 200 workshops on this subject-matter. Prior to this, he worked at Shell Oil for 20 years, 14 of which as chief executive of three different regional branches.

Dr. Baker will conduct the workshop in English; the projector slides will be in German. Thanks to his very good German skills, it is entirely possible to have discussions in German.



This event is sponsored by the BUSC in cooperation with the Handelskammer Bremen and WFB Wirtschaftsförderung GmbH.