



## NORTH AMERICA MADE EASY: MARKET ACCESS USA & CANADA

on March 17, 2020, from 9:00-17:30 at ZENIT GmbH, Bismarckstr. 28, 45470 Mülheim an der Ruhr

### MORNING PROGRAM USA

- 09:00**      **Registration**
- 09:15**      **Welcome Remarks**  
[Fiona Evans](#), U.S. Consul General, American Consulate, Düsseldorf  
[Dr. Karsten Lemke](#), CEO, Zentrum für Innovation & Technik
- 09:25**      **The Enterprise Europe Network**  
[Cornelia Schwizer](#), Internationalisation, Zentrum für Innovation & Technik
- 09:40**      **Introduction USA**  
[Ken Walsh](#), U.S. Commercial Consul, American Consulate, Düsseldorf
- 09:50**      **The SelectUSA Summit, Washington, D.C., June 1-3, 2020**  
[Dr. Jana Dorband](#), SelectUSA Senior Investment Specialist, U.S. Embassy, Berlin
- 10:00**      **The One -Stop Shop for a USA Entry**  
[Dr. Frank Levène](#), Independent Director, EMEA, AVITUS Group, U.K.
- 10:25**      **Smart Finance Options for the Mittelstand in North America**  
[Martin Raab](#), Founding Partner, Sugarwood Financial Partners LLC
- 10:50**      **USA Visa and Immigration Strategies**  
[David Iannella](#), Manager - Consular and Document Practice, Fragomen Global LLP
- 11:15**      **Networking Break**
- 11:45**      **Effective Human Resources Management and Recruiting in the USA**  
[Egon L. Lacher](#), President, JR Bechtle & Co., Boca Raton, Florida
- 12:10**      **USA Product Liability - How to Plan, Prepare and be Compliant**  
[Johannes Brand](#), Lawyer, Buse Heberer Fromm Attorneys, Frankfurt
- 12:35**      **Lunch Sponsored by Fragomen Global LLP**      FRAGOMEN



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### AFTERNOON PROGRAM CANADA

**13:30**      **Registration**

**13:45**      **Welcome Remarks**

[Lee-Anne Hermann](#), Consul, Consulate of Canada, Düsseldorf  
[Dr. Karsten Lemke](#), CEO, Zentrum für Innovation & Technik

**13:55**      **Canada - A Market for German SME**

[Andreas Weichert](#), Minister Counsellor, Embassy of Canada, Berlin

**14:30**      **Export Development Canada - Market Entry Strategies**

[Luisa Rebolledo](#), Chief Representative Europe, Export Development Canada, Düsseldorf

**14:45**      **Networking Break**

**15:00**      **Company Testimonials & Discussion**

[TBD](#)

**16:15**      **Funding for R&D Cooperation with Canada**

[TBD](#), Central Innovation Program SME, Berlin

**16:45**      **Reception & Networking**

