

# DOING BUSINESS IN THE U.S.

Internationalization of  
German IT companies  
to the U.S.

**15 June 2021**

**3:30 p.m. CEST**

**Online Event**

organized by



in cooperation with

## Panel Discussions - Keynotes - Networking

### Topics:

- Market access: How to enter the US market?
- Establishing a company / start-up in the United States
- How to find US partners and clients?
- Challenges / Barriers / Pitfalls
- External and internal barriers
- Success factors
- Best practices and lessons learned from failures
- Funding and public development support
- German-American joint ventures
- Production and distribution in the United States
- Licensing in the United States



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### 3:30 Welcoming Addresses

- Katrin Beuthner  
Head of bwcon SIG Internationalisierung
- John Fay  
Commercial Counselor, U.S. Embassy, Berlin

### 4:00 Keynote: “How to enter the U.S. Market?”

- Nicolas Mosimann, Advokat,  
Kellerhals & Carrard, Basel
- Moderation: Gerhard Manz, Rechtsanwalt,  
Friedrich Graf von Westphalen & Partner, Freiburg

### 4:45 Break

### 5:00 Panel Discussion

*Success factors – Challenges and pitfalls*  
*Best practices and lessons learned from failures*  
*Intercultural skills: internal and external barriers*

- Moderation: Burkart Knospe, CEO,  
Testo SE & Co. KGaA, Lenzkirch
- Peter Forscht, retired CCO and co-founder,  
abas Software GmbH, Karlsruhe
- Cornelia Frank, bw-i, Stuttgart
- Wolfgang Kniejski, EIT Manufacturing Central  
gGmbH, Darmstadt
- Ralf Steinemann, iTernity GmbH, Freiburg
- Brian Warrick, Magnolia Americas, Inc., New York

### 6:00 Panel Discussion

*Finding US Partners: Where to locate?*

*Support and Funding - Economic Development*

- Moderation: Hanna Böhme, CEO,  
Freiburg Wirtschaft Touristik und Messe GmbH &  
Co. KG, Freiburg
- David Moock, Office of International Business  
Development, Pennsylvania
- Markus van Tilburg; Jatinder Kaur Khosla,  
Fairfax County Economic Development Authority,  
Berlin / Tysons
- Gerrit Ahlers, German American Chamber of  
Commerce of the Midwest Inc., Chicago
- Michaela Schobert, German American Chamber of  
Commerce of the Southern US Inc., Atlanta
- Javier Soto, gener8tor, Madison

### 7:00 Break

### 7:15 Keynote: bwcon programs in Silicon Valley & USA INTonoums and Global Partnership with UC Berkeley

- Lara Trikha, bwcon GmbH
- Lukas Gentele, co-founder and CEO  
Loft Labs, Inc., Berkeley

### 8:00 Networking / Breakout rooms