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## U.S. MARKET SEMINAR: “CONDUCTING BUSINESS IN THE U.S.”

**Date: March 17, 2014**

**Location: World Trade Center Milan**

Via Piranesi 10, 20137 Milano

### SEMINAR AGENDA

*The language of the seminar will be English*

**8:45-9:00 am:** *Registration and Sign in*

**9:00-9:15 am:** *Introduction and Welcome Presentation*

**Presenter:** EmmePlus

**9:15-9:45 am:**

**Presenter:** EmmePlus

**Topics:**

Market Research

Feasibility Studies

Financial Advisory

Market Entry Strategies

**9:45-10:45 am:**

**Presenter:** Hans-Michael Kraus - Smith, Gambrell & Russell, LLP

**Topics:**

*Expanding in the USA:*

Distributorship - common pitfalls

Branch Offices - legal and tax ramifications

Subsidiaries - formation and liability

HR Issues - visa to work

**10:45-11:10 am:** *Coffee Break*

**11:10-12:10 pm:**

**Presenter:** John Iannotti - Dixon Hughes Goodman, LLP

**Topics:**

U.S. Taxation

Federal, State & City Level

Check-the-Box

Transfer Pricing

**12:10-12:55 pm:**

**Presenter:** Patric Zimmer - Development Advisors, LLC

**Topics:**

Real Estate Valuation

Types of Incentives

Packaging the Project to Maximize Incentives

Incentive Approvals and Compliance

**12:55-2:00 pm:** *Lunch*

**2:00-3:00 pm:**

**Presenter:** Hans-Michael Kraus - Smith, Gambrell & Russell, LLP

**Topics:**

*Common issues for your US Company:*

M&A and Joint Ventures - legal considerations

Trademarks and Patents

Contractual and Product Liability

Liability Insurance

**3:00-3:30 pm:**

**Presenter:** Kurt Waldthausen - Waldthausen & Associates, Inc.

**Topics:**

Human Resources

At Will Employment

Offer Letter and Contract

Federal Employment Law

Design of Employee Manual

**3:30-4:00 pm:**

**Presenter:** Kurt Waldthausen - Waldthausen & Associates, Inc.

**Topics:**

Hurdles in Commercial Transactions within the U.S.

Communication and Negotiating Differences

**4:00-4:30 pm:** *Winding Down, Cocktails & Farewell*

## REGISTRATION FORM

### U.S. MARKET SEMINAR: “CONDUCTING BUSINESS IN THE U.S.”

Date: March 17, 2014, from 9 am to 4,30 pm

Location: World Trade Center Milan - Via Piranesi 10, 20137 Milano

The language of the seminar will be English.

Please subscribe by sending this form by March 7th, 2014 to [marketing@wtcitaly.com](mailto:marketing@wtcitaly.com)

Registration fee: € 100

#### PARTICIPANT

Please fill in the form below in block letters.

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Please send this form, duly completed, in capital letters, by March 7th, 2014, to [marketing@wtcitaly.com](mailto:marketing@wtcitaly.com) or by fax to number +39 02 7398298. Payment by bank transfer by March 12th, 2014 - beneficiary name: WORLD TRADE CENTER ITALY SRL - reason for payment: participation to U.S. Market Seminar (17th March 2014) - bank: Monte dei Paschi di Siena, Largo Cairoli, 1 – Milano - IBAN code: IT82R0103001630000010091307

If payment for the total amount of 100 € (VAT included) is not received by March 12th, 2014, registration will not be considered valid. Please send a copy of bank transfer by March 12th, 2014, to [marketing@wtcitaly.com](mailto:marketing@wtcitaly.com) or by fax to nbr. +39 02 7398298. Cancellations before March 12th, 2014 will be eligible for a refund of the total amount paid. No refund will be remitted for cancellations after the above deadline. Cancellations can only be made by writing to [marketing@wtcitaly.com](mailto:marketing@wtcitaly.com).

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