



U.S. Trade & Investment Growth Seminar Agenda

Date: Thursday, September 28, 2017
Time: 9:45 p.m. - 12:00 p.m.
Location: Invest Northern Ireland, Bedford Square, 1 Bedford Street, Belfast BT2 7ES

How can companies build a strategy for growth in the U.S.?

In a climate of globalization and change business leaders are forced to re-examine their international trade and investment strategies. This seminar will discuss potential opportunities for companies in Northern Ireland to begin or expand business in the United States.

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| 9:45 a.m. | Registration & Networking |
| 10:15 a.m. | Welcome
Steve Harper, Executive Director for International Business, Invest Northern Ireland |
| 10:20 a.m. | Remarks
Daniel J. Lawton, Consul General, United States Consulate General Belfast |
| 10:25 a.m. | Overview of the U.S. Business Environment
John Simmons, Minister Counselor for Commercial Affairs, United States Embassy London |
| 10:35 a.m. | Panel I and Q&A: When and why should companies review their U.S. market plans?
The U.S. has been a major commercial partner with this region for over 200 years. The panel will address current opportunities for Northern Ireland businesses to engage effectively in Transatlantic trade and investment with the world's largest economy. The panel will also address concerns business executives in Northern Ireland are facing as they consider U.S. expansion through trade and/or investment. Attendees will hear from U.S. government representatives and business leaders on "why" and "when" to implement a U.S. growth plan. For example, when should existing exporters leverage their current relationships to establish a U.S. presence. |
| 11:00 a.m. | Panel II and Q&A: Developing your U.S. market entry strategy - How did you do it?
The U.S. is a large and fragmented marketplace. This panel will offer practical information on how to approach U.S. expansion. Panelists will discuss routes to market; legal, tax, accounting and insurance issues; understanding federal and state support; choosing the right location; banking; and how to recruit and build the right U.S. team. |
| 11:25 a.m. | Closing Remarks |
| 11:30 p.m. | Networking with panelists, partner representatives and attendees |
| 12:00 p.m. | Event concludes |

FOR MORE INFORMATION, PLEASE CONTACT:

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