



# “You Can't Win if You Don't Play”

## Using the U.S. Public Policy Process to Drive Business Advantage

Federal, state, and local governments in the United States are under-appreciated business development resources for foreign companies. For companies looking to expand overseas, engaging with governments in the U.S. can lead to subsidy packages, research funding, procurement opportunities, public-private partnerships, and in some instances participation in the development of relevant legislation and regulation, among other openings. The public sector also has an important role to play in facilitating outbound U.S. investment and trade opportunities. Seeking out and assessing these opportunities should be a part of every company's business development strategy. Drawing on their experience advising numerous foreign companies on the U.S. public policy process, Peter Nelson and Daniel Ritter of the Washington, D.C. office of global law firm K&L Gates will discuss how to analyze and assess the potential pathways for commercial advancement in the U.S. market, and possible intersection points for companies in Estonia.

### [Peter Nelson](#)

Mr. Nelson brings a unique perspective to the firm's public policy practice, having previously served as a legal advisor to several dozen startup companies on financing and corporate law matters, as well as helped a number of prominent foreign companies launch their U.S. operations. He brings this experience to bear in advising clients about the impact of public policy on emerging technologies and business models. His experience covers a variety of policy areas, including federal taxation, communications, energy, transportation, aviation, and infrastructure, among others.

[CV](#)

### [Daniel Ritter](#)

Mr. Ritter spearheads the firm's work on public policy innovation and sustainability. In addition, he has extensive experience counseling emerging technology companies from around the world on inbound and outbound U.S. investment. His clients include the major Washington, D.C. trade associations for nanotechnology, clean technology and renewable energy, neurotechnology, the U.S. commercial space industry, and clean water and sanitation technologies, in addition to a wide variety of U.S. and international companies in these fields.

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