

ARE YOU READY TO
EXPAND TO THE UNITED STATES?



Presented by



and

DENTONS

#1 Global Law Firm

The Keys to Success to Enter the U.S. Market

Planning on starting or expanding a business in the USA?

Join us in discovering the legal myths and cultural landmines, along with the best practices for market entry in the land of opportunity. This seminar will give you the keys to success in the U.S. market.

You will benefit from decades of experience as you hear talks from two experts from Dentons and Global Commerce Education.

½ Day Program - Morning, Afternoon or Evening

Agenda

- 9:30-10:00 Registration and coffee
- 10:00-12:30 **Legal myths about doing business in the US**
Marc S. Friedman
Senior Counsel, Dentons US LLP
- Cultural landmines and how to avoid them**
Sophie Lechner
Founder & CEO, Global Commerce Education, Inc
- 12:30-1:00 Discussion
- 1:00 Lunch & Networking





Marc Friedman is a Senior Counsel in Dentons' Intellectual Property and Technology, and Venture technology practices. He specializes in assisting foreign businesses in establishing operations in the U.S. as a part of a globalization strategy. This includes business formation and organization, employee relations, intellectual property protection,

commercial contracts and more. In addition, Marc is an acclaimed trial and appellate lawyer with more than 40 years of experience representing technology and other companies in intellectual property, technology and other business disputes. He is in the Who's Who of Technology, Media and Telecommunications lawyers, Best Lawyers in America and New York SuperLawyers.

Marc is a known pioneer in technology law. A well-known authority on the subject matter of technology including intellectual property, Marc has published more than 100 articles and is the author of *A Vendor's Guide to Computer Contracting*, a widely read treatise.

He frequently lectures throughout North America, South America, Europe and Australia, and at several US law schools. Marc is a former president of the International Technology Law Association and has been named a member of the blue-ribbon Local Patent Litigation Rule Committee of the US District Court for New Jersey.



Sophie Lechner is Founder & CEO of Global Commerce Education, Inc., Sophie has a Bachelor's of Law from King's College in London, a Maîtrise de Droit and a DESS from Université de Paris I – Panthéon Sorbonne, and a Master's in Business Administration (MBA) from Columbia University in New York.

She began her career as in-house legal counsel for Bouygues, then British Petroleum in France. After completing her MBA she joined Pfizer in New York where she led teams and projects across many countries, managed professional education for several billion-dollar global brands and pioneered the role of Alliance Manager. She later joined Bayer where she led multinational conferences and workshops for physicians and researchers.

After 25 years in global strategy on multicultural teams, Sophie founded Global Commerce Education, creating the G2 Experience program to accelerate companies' global expansion. The intensive six-day full immersion in the target market offers business leaders strategic guidance, cultural and communication training, and targeted networking to meet experts, vetted service providers and potential customers.

Sophie also speaks at workshops, conferences and webinars offered by Global Commerce Education or co-sponsored with private companies or national development agencies, in the US and abroad.

“This program is essential for anyone considering doing business in America. The speakers were very informative and entertaining. As a result of the program, our company has decided to expand into the US. Thanks to Sophie and Marc.”

*Anssi Rekula
Co-Founder & Sales Director
Atol Avion Oy
Helsinki, Finland*

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