

ARE YOU READY TO **EXPAND TO THE UNITED STATES?**



Seminars in the Baltics Presented by



In Partnership With

AmCham Latvia
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The Latvian Chamber
of Commerce and
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SORAINEN
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VILNIUS
CHAMBER OF COMMERCE,
INDUSTRY AND CRAFTS

BACC NEW YORK
Baltic American Chamber of Commerce



RIGA March 5th / **TALLINN** March 7th / **VILNIUS** March 9th

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 hear from two experts and benefit from their decades of experience at Dentons, Pfizer, British Petroleum, and Global Commerce Education, Inc.

Agenda*

- 9:30-10:00 Registration and coffee
- 10:10-10:05 Welcome
- 10:05-10:15 Opening Remarks - Baltic American Chamber of Commerce
- 10:15-11:15 **Legal myths about doing business in the US**
Marc S. Friedman, Director of Professional Relations,
Global Commerce Education, Inc.
Formerly Partner, Dentons US LLP
- 11:15-12:30 **Cultural landmines and how to avoid them**
Sophie Lechner, Founder & Chief Executive Officer,
Global Commerce Education, Inc.
- 12:30-1:00 Discussion
- 1:00 Lunch & Networking

* In Vilnius the event will begin at 8:30am and conclude at 12pm





Marc Friedman is Director of Professional Relations at Global Commerce Education. He was previously a Partner at Dentons, a global law firm, where he was in the Venture, and Intellectual Property and Technology practices. He specialized in assisting foreign businesses in establishing operations in the U.S. as a part of a globalization

Strategy. This included business formation and organization, employee relations, intellectual property protection,

commercial contracts and more. In addition, Marc was an acclaimed trial and appellate lawyer with more than 45 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.

Marc also maintains a vibrant Executive Coaching practice.



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. Thanks to Sophie and Marc.”

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

“Sophie and Marc, of Global Commerce Education, are excellent speakers who can deftly demonstrate how to avoid legal and cultural landmines so that a company can have an effective entry into the American market.

They have addressed a number of Finnish companies in Helsinki in programs sponsored by Business Finland. Attendees were treated to insightful presentations that were not only educational and entertaining, but pragmatic, with immediately applicable take-aways.”

*Silve K. Parviainen
Director Nordic Innovation House
New York, NY, USA*

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