

# U.S. Market Entry Masterclass

For growing Baltic companies planning to expand to the U.S., the key to success is careful planning and preparation.



For Companies Operating in the sectors of  
**IT/ICT - Food and Beverage - Life Sciences - Furniture and Design**

Experienced professionals from the United States will introduce you to the key elements of your roadmap to a successful market entry:

VILNIUS October 22<sup>nd</sup> - TALLINN October 24<sup>th</sup>  
9:00 to 18:00

- Legal Considerations
- Cultural Adaptations
- Market Entry Strategies
- Marketing, Positioning, Market fit
- Communication and Networking

General Public €150  
Early Bird: Until September 24<sup>th</sup> €125

Members of Enterprise Lithuania or  
AmCham Estonia €125 (Early bird €100)

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**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. A known pioneer in technology law, Marc has published more than 100 articles and is the author of *A Vendor's Guide to Computer Contracting*, a widely read treatise. He is a former president of the International Technology Law Association.

Marc frequently lectures around the world, and at several US law schools and also has a vibrant Executive Coaching practice.



**Sophie Lechner** is Founder & CEO of Global Commerce Education, Inc., She 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 an 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. She also speaks at workshops, conferences and webinars in the US and abroad.

Global Commerce Education accelerates the global expansion of companies by helping them successfully enter new markets.

Reduce the trial and error of international expansion and shorten your time to market.

*"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 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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