

# HOW TO BOOST YOUR BUSINESS WITH THE US

## /AKO NAŠARTOVAŤ SVOJ BIZNIS S USA/

/ panel discussion and informal networking on transatlantic trade and investment

/ how to improve them, reduce barriers and facilitate transparent and efficient trade and investment

**FORMAT** panel discussion and a case study of well-established Slovak company on the US market  
informal networking with a cup of coffee  
organized within a series of seminars of SARIO`s Pro-export Academy

**DATE AND TIME** 10<sup>th</sup> June 2015

10:00 - 12:30

**VENUE** SARIO Agency, Trnavská cesta 100, Bratislava

**WORKING LANGUAGE** English

**SPEAKERS** Sherman Katz (confirmed)  
(in progress) senior advisor, Center for the Study of the Presidency and Congress  
Ivan Stano (confirmed)  
Director of Americas Operations, comp. Resco, Boston (top mobile CRM software provider, established on the US market)  
Alois Steinmann (confirmed)  
Representative for Central Europe, International Impulse, Inc. (consulting services for entering the US market)  
Vladimír Vaňo (confirmed)  
analyst, Sberbank Slovensko  
state sector representative (TBC)  
business association representative (TBC)

**SCHEDULE** 10:00 – 10:15 Official Opening  
H. E. Theodor Sedgwick, US Ambassador to the SR  
Tibor Buček, Director, SARIO  
10:15 – 11:15 Panel Discussion  
- identification of current problems of transatlantic trade and searching for solution also within the frame of the Transatlantic Trade and Investment Partnership TTIP  
11:15 – 11:30 Coffee Break and Informal Networking  
11:30 – 12:30 Case Studies and Discussion with Coffee  
- demonstration of the possibilities for business with the US and also the obstacles, successful vs. complicated story

**PARTICIPATION** at the seminar is free of charge, limited by the capacity of the venue to 40 pax

**REGISTRATION** via e-mail at [Jana.Jarsova@sario.sk](mailto:Jana.Jarsova@sario.sk) or via [registration form](#)

**ORGANIZERS**

**SARIO**  
Slovak Investment  
and Trade Development Agency

