



THE GERMAN AMERICAN TRADE ASSOCIATION

A NOT FOR PROFIT ORGANIZATION

Previous Participants


USA  
2010 EXECUTIVE MANAGEMENT MEETINGS

May 6 & 7 and November 4 & 5



New York

GATA

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## Mission Statement

The German American Trade Association (GATA) is a not-for-profit organization which was formed in 2003 upon the initiative of the leading German industry associations. The organization promotes business activities of German-speaking companies in the U.S. by way of offering selected enterprises with suitable products an affordable sales and marketing platform in America. In cooperation with its wholly-owned distribution company, Coperion Corporation of North America Inc, GATA provides a one-stop-shop solution that enables companies to be active in the U.S. market within a 6-months time frame and at substantially reduced cost. GATA is also engaged in corporate risk management. In order to protect German-speaking companies from lawsuits and liability in the U.S., GATA invites selected members of senior management to its bi-annual Executive Management Meetings. These meetings take place in New York City and Germany and provide up-to-date information on corporate risk management issues. Product liability protection, insurance, corporate governance, transfer pricing and contractual risk management are among the topics covered. The Meeting is conducted in English, and communication among the executives and speakers is carried out on a first name basis. Further information is available on our website: [www.american-trade.org](http://www.american-trade.org).

## Highly Qualified Speakers

Speakers are U.S.-resident professionals of the highest caliber, with extensive practical experience in cross-border transactions. During the breaks, presenters will be available for informal question-and-answer sessions.

## Evening Program

The optional evening program features two classic New York City highlights that are among the best the city has to offer. During all previous EMMs, participants greatly enjoyed themselves and provided the most positive feedback. It is a good occasion for networking and spouses, partners and friends are invited to attend on both nights.

## Dress Code

Throughout the Meeting, the dress code is formal business attire, while for the optional evening program, the dress code is business casual. During the cocktail reception on Day 2, jackets are recommended for men, with similarly appropriate attire for women. For the Manhattan dinner cruise on Day 1, similar attire is recommended.

## Registration

Registrations can be made on our website ([www.american-trade.org](http://www.american-trade.org)) or be submitted informally by Email and addressed to [admin@american-trade.org](mailto:admin@american-trade.org). Please note that space is limited and that the four previous events were all booked-out. To ensure your reservation, we recommend that you transfer the seminar fee shortly after you have sent us your registration request. In the event of overbooking, we will consider the registrations in the order of the date of payment received.

## Fees, Admin, Charges

The fee for the Executive Management Meeting is € 2,000 per registrant, which includes all seminar-related services and course materials. The optional evening program is not included. Please indicate if you wish to take part in the dinner cruise on Day 1, in which case we will add € 100 to the electronic invoice you will receive to cover the advance purchase of each ticket, and let us have the name(s) of any guest(s) attending. The fees may be transferred to the German American Trade Association's German account at

Dresdner Bank Hamburg, Account # 090 45 727 02, BLZ: 200 800 00, DE58 20080000 0904572701,

SWIFT-Code/BIC: DRES DE FF200,

or to Coperion Corporation Inc, our affiliated sales and distribution company, at

TD Bank, 1091 Third Avenue, New York, NY 10065, Account # 7929736887, Routing # : 026013673,

SWIFT CODE: CBNAUS33, or you may issue a check to Coperion and mail it to its

500 Fifth Avenue, Suite 4810, New York, NY 10110 address.

## Location & Accommodation

The Meeting will be held at the **The Williams Club, 24 East 39th Street, New York, NY 10016**, where a certain number of accommodations are available. In addition, a list of hotels in the surrounding area can be found on our website: [www.american-trade.org](http://www.american-trade.org).

## Terms and Conditions

The Executive Management Meetings are subject to our General Terms and Conditions, a copy of which can be found on our website.

## Agenda – 2010 Executive Management Meetings

DAY 1	9.00	<b>Registration, Name Tags, Documentation</b>	DAY 2
	9.15 - 9.30	<b>Overview of the Objectives and Agenda of the Meeting</b> • A Warm Welcome from the President & CEO • Some Details re the Meeting • A Brief Personal Introduction from Each Executive	
	9.30 - 12.00	<b>Product Liability Protection (Part 1: The roots of Evil)</b> • How the System Works • Document Discovery & Interrogatories • Contingency Fees & Economic Background • Class Actions & Punitive Damages • Questions & Discussion <b>(Part 2: Protection Measures)</b> • DIN, ISO & Certifications • Adjustment of Manuals and Related Documentation • The Right Warning Labels • How to Handle the Adjustments Internally • Document Retention Policies & Monitoring • Cost & Timing • Questions & Discussion	
	12.00 - 12.15	<b>Coffee Break</b>	
	12.15 - 13.00	<b>Product Liability Protection (Part 3: Insurance)</b> • How & How Much? • Possible Loopholes in the Policy • Local vs Global Coverage • Questions & Discussion	
	13.00 - 15.00	<b>Lunch Break</b> • @ Michael Jordan's Steakhouse • Grand Central Station	
	15.00 - 16.00	<b>Intellectual Property in America</b> • Trademarks / Copyrights / Patents • Why Protection Matters • Recent Developments • Questions & Discussion	
	16.00 - 17.00	<b>Transfer Pricing</b> • Why is it Relevant? • How to Set the Price Correctly • Fines & Assessments by the IRS • Remedies for Previous Conduct • Cost & Timing • Recent Developments • Questions & Discussion	
	17.00 - 17.15	<b>Champagne Break</b>	
	17.15 - 18.00	<b>Reps, Agents &amp; Distributors</b> • The Different Types of Reps • Traditional Distribution Channels • Territory and Sales Targets • Product Liability Protection Through Monitoring • Retention of Title vs. UCC Lien • Recent Developments • Questions & Discussion	
	18.30 - 22.00	<b>A Dinner Cruise Around the Island</b> • Delightful 3-Hour Boat Ride with Spouses & Partners • Excellent Catering and Good Photo Opportunities • Bring Your Camera!	
	9.00 - 11.00	<b>Corporate Governance</b> • Officer Positions • Management via the Board of Directors • Capitalization Requirements • Personal Liability of Officers & Directors • Piercing Issues • Recent Developments • Questions & Discussion	
	11.00 - 11.15	<b>Related Insurance Issues</b> • D & O Coverage • Via Germany or the U.S. • Cost & Procedure	
	11.15 - 11.30	<b>Coffee Break</b>	
11.30 - 13.00	<b>Inter-Company Agreements &amp; Taxation</b> • Tax Saving Purpose • Type of Contracts • The Services Covered • Arm's-Length Pricing • Recent Developments • Questions & Discussion		
13.00 - 14.00	<b>Lunch Break @ The Williams Club</b>		
14.00 - 15.30	<b>Employment (Part 1)</b> • Ads & Interviews • Employment Policies (the Handbook Issues) • Written vs. Verbal Agreements • Discrimination • Termination Insights • 401(k) & Medical Plans • Visa & Expatriate Arrangements • Questions & Discussion		
15.30 - 15.45	<b>Employment (Part 2: Insurance)</b> • Workers Comp • General Liability Insurance • Timing, Cost & Procedure • Questions & Discussion		
15.45 - 16.00	<b>Blackberry Break</b>		
16.00 - 17.30	<b>Contractual Risk Management</b> • Exclusion of Consequential Damages • Overall Liability Cap • Time is of the Essence Provision • "The Deal is the Deal" Language • Arbitration vs. Litigation • Lol & MoU • Recent Developments • Questions & Discussion		
17.30 - 17.45	<b>Nappa Valley Tasting Break</b>		
17.45 - 18.30	<b>Production in the State of Alabama</b> • Overview of the Southeastern U.S. • Alabama as a Case Study • Assistance & Service • The Production Process • A Representative Example • Recent Developments • Questions & Discussion		
18.30 - 19.00	<b>Final Session</b> • A „Thank You“ to all Participants for Attending • Additional „Thanks“ to the Sponsors • A Verbal Assessment of the Seminar from Each Participant • Distribution of Course Certificates • Completion of Evaluation Forms		
As of 20.00	<b>Enjoy a Drink and the View</b> • Cocktail Reception with Sponsors & Partners • At the Rainbow Room, 30 Rockefeller Plaza, 65 <sup>th</sup> Floor		