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ALLIANCE FOR
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McCARTER
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Opening an Overseas Sales Office: Lessons Learned in Europe, China and Beyond

Wednesday, November 14, 2007

Registration: 8:30 a.m., Program: 9:00 a.m. to 4:00 p.m.
One Financial Center, 2nd Floor Conference Center, Boston
\$95 (includes seminar materials, breakfast and lunch)

Companies strive to maximize competitiveness in global markets, and yet traditional export sales and distribution channels often yield only mediocre results that are sometimes unsustainable over the long term. Many exporting companies are faced with serious challenges when exporting through agents and distributors, including lack of loyalty, lack of “mind share,” lack of motivation, markups which can make prices uncompetitive, and ultimately, inadequate market share and brand recognition. For maximum, long-term international success, companies must think creatively and often need to establish a direct sales presence in at least a few key overseas markets. This seminar will discuss issues related to establishing an overseas sales office, including legal requirements and international employment laws, accounting, risk management and HR issues. In addition, companies with overseas sales offices will share their own experiences, including: knowing when a direct sales presence is necessary; managing, supporting and motivating overseas employees; international market development; and managing overseas sales office operations. Issues unique to specific countries and regions will also be discussed. The seminar will also include a resource forum featuring representatives and information from government agencies that can help U.S. firms establish sales offices in select foreign markets.

Speakers include:

- M. Carolina Avellaneda, Partner – McCarter & English, LLP
- Glenn Foster, International Controller – ZOLL Medical Corporation
- Thomas Gu, Senior Underwriting Officer, Multinational Risk Group – Chubb Group of Insurance Companies
- Michele Pearl, Network General Manager – BzzAgent, Inc.
- Gabriel Royo, Vice President & General Manager – Morgan Construction Company
- Nilesh Shah, Partner – Blick Rothenberg Chartered Accountants
- Stewart Sims, Executive Vice President Marketing – Voice Signal Technologies, Inc.
- Mark Thompson, Assistant Vice President & Northeast Zone Manager, Multinational Risk Group – Chubb Group of Insurance Companies

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www.mass.gov/export

For further information, call the Massachusetts Export Center at 617-973-8664