

Attend the Romanian American Chamber of Commerce's

# GO USA! Roadshow 2010

*How to Succeed in Business in the USA*

Annual Conference | October 27-28, 2010  
Bucharest Hub, Bucharest, Romania

...and take home what you need to grow your US business!



Look inside to find out how you can:

- Maximize two days of learning & strategic thinking
- Meet with experts & learn from other entrepreneurs
- Develop an action plan that affects your bottom line



[racc.ro](http://racc.ro)



romanian american  
chamber of commerce

## GO USA! Roadshow 2010

*Join us for the RACC's signature GO USA! Roadshow 2010 Conference*



Dear Business Leader,

On behalf of the Romanian American Chamber of Commerce (RACC) and its Business Development & Commercial Exchange Council, we invite you to attend the GO USA! Roadshow 2010 conference, entitled "How to Succeed in Business in the USA" – the RACC's premier signature event!

The GO USA! Roadshow conference is the RACC's most important trade and networking event, providing an effective platform for trade and commerce between the U.S. and Romania. This event enables small, medium, and large Romanian companies, as well as individual entrepreneurs, to connect and develop new business in the United States.

Our GO USA! Roadshow 2010 conference in Bucharest, Romania, October 27-28 is expected to attract over 200 participants, with American business leaders matching and networking with their Romanian counterparts. What makes this business-to-business event so worthwhile and successful is that it brings together entrepreneurs and experts from a variety of fields – all sharing their expertise and knowledge of American and Romanian markets.

The RACC's conference also offers you the chance to set aside your day-to-day concerns, recharge, and focus on new opportunities for the future – a future where both you and your business have a chance to reach your highest potential.

In addition to informative panels, break-out sessions, and intensive learning opportunities, the conference will feature an Exhibitors Hall where vendors will be on hand to showcase their latest products and services to support you in your entrepreneurial quest. You will also find that the RACC's GO USA! Roadshow 2010 is a great time to relax and engage with colleagues through the ample networking opportunities built into our program for sharing ideas and solutions.

Finally, we would like to extend a special thanks to our Conference Sponsors for their support in bringing you this event, as well as the RACC's Board of Directors and Roadshow Conference Committee, who were a critical part of shaping this high caliber, high-value event.

We would like very much to count you among the conference participants and look forward welcoming you to Bucharest!

Sincerely,

Ivan Gilbert  
Conference Co-Chair

Charles Chongo  
Conference Co-Chair

# We Can Help You Grow – Top Reasons to Attend

## Focused Learning Saves You Time

This two day event is packed with information you need to understand and overcome your US business growth obstacles. Don't waste time making the same mistakes – listen as other Romanian entrepreneurs share their stories and learn directly from them.

## Invest in Smart Growth

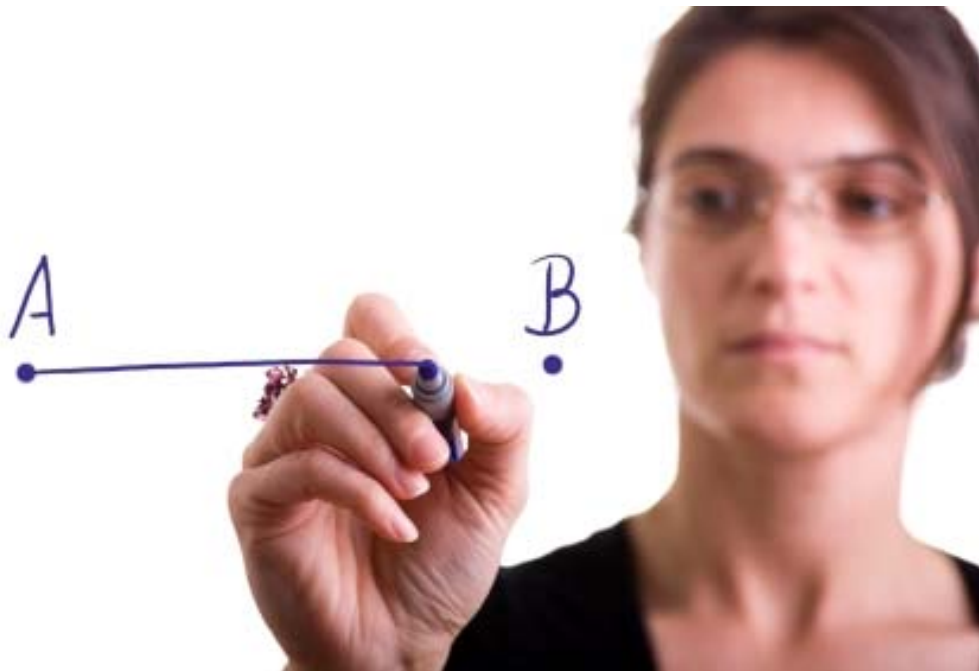
Participate in an intensive Boot Camp to build your skills and acquire specific direction on how to develop a successful US presence, through the use of application activities, case studies and real-life scenarios.

## Find the Resources You Need

Been in business for years? Or just starting out? No matter where you are in your business life cycle, innovative strategies to penetrate the US market are always needed.

Learn from an array of experts who understand the challenges you face. With expert panels, roundtables and presentations as diverse as your business needs, you receive immediate solutions to establish a successful US business.

Not sure what you need? Ask all your questions here. The only bad question is the one you don't ask! Develop a new network of resources to call on next week or next year when you need more answers.



## Who Should Attend?

If you are looking to find answers to the following questions, this conference is a “Not to be Missed Event” in your calendar:

- Is this the right time to start a US business?
- Which US industries are experiencing growth?
- Where are the emerging opportunities?
- Where can I find the best people?
- What is the right business to start?
- What organizations can help start my US business?
- Where will the growth come from?



## Interested Parties

This conference will be of special interest to:

- Local business owners
- Aspiring entrepreneurs
- Entrepreneurs leading start-ups, fast growing ventures, and spinoffs
- Potential franchisees
- Future and recent graduate students
- Franchisors, licensors, and agents
- Franchise consultants and suppliers
- Professional firms
- Banks and other sources of development funding
- Venture capitalists and angel investors
- Growing Romanian enterprises ready to expand into the US
- Entrepreneurial ventures in search of US partners
- Individual investors
- Importers
- Exporters
- Distributors
- Anyone interested in opening an office in America

## Informative Presentations

Conference presentations will cover such topics as:

- Opening Offices/Commencing Operations in the USA
- Distributing in America
- Marketing in America
- Raising American Capital
- Partnering with U.S. Companies
- Finding Products in America to Import and Distribute in Romania
- U.S. Visa Options and Strategy
- International Tax Planning and Minimizing Strategies
- First-Hand, Case-Study Experience - presented by leading Romanian business executives who have penetrated the market, raised capital and established strategic partnerships in America.
- Incubator, Soft Landing and Turnkey Options and Opportunities - to become established with minimal risk and upfront expense.

## Speakers and Panelists

Conference faculty who will be invited include governmental dignitaries and leading executives who have successfully pursued business in America.

## Networking, Private Meetings and Sponsorships

In-person networking opportunities, conference materials, publications, and media kits will be available. The conference organizers will also arrange private meetings for interested individuals with panelists. Additionally, the conference offers both participants and vendors sponsorship opportunities. Exhibitors, vendors, entrepreneurs and expanding businesses may purchase exhibit space to display products, services and business plans and to facilitate attracting interested prospective investors, partners, importers, distributors, and service providers.



*Tentative*

**The Romanian American Chamber of Commerce presents  
The GO USA! Roadshow 2010:  
“How to Succeed in Business in the USA”  
TWO-DAY CONFERENCE/BOOT CAMP, WITH SIMULTANEOUS WEBCAST  
October 27 - October 28, 2010 - Bucharest, Romania**

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**Day 1 – Wednesday, October 27, 2010: PLENARY SESSION**

Panel discussions that educate and provide strategies, technical know-how, and tips in the areas of office opening, commencement of operations, marketing, distribution, financing, business partnering, visa options, international tax planning, and more!

7:30 am – 5:00 pm	<b>REGISTRATION, INFORMATION &amp; EXHIBITS</b>
9:00 am – 9:30 am	<b>WELCOME AND GREETINGS</b>
9:30 am – 10:00 am	<b>KEYNOTE ADDRESS</b>
10:00 am – 10:45 am	<b>OPENING OFFICES/COMMENCING OPERATIONS IN THE USA: FIRST-HAND CASE-STUDY EXPERIENCES FROM ROMANIAN ENTREPRENEURES</b>
10:45 am – 11:00 am	<b>NETWORKING BREAK</b>
11:00 am – 11:30 am	<b>DISTRIBUTING IN AMERICA</b>
11:30 am – 12:00 pm	<b>MARKETING IN AMERICA</b>
12:00 pm – 12:45 pm	<b>BUFFET LUNCH</b>
12:45 pm – 1:30 pm	<b>RAISING AMERICAN CAPITAL</b>
1:30 pm – 2:15 pm	<b>PARTNERING WITH U.S. COMPANIES</b>
2:15 pm – 2:30 pm	<b>NETWORKING BREAK</b>
2:30 pm – 3:15 pm	<b>FINDING PRODUCTS IN AMERICA TO IMPORT AND DISTRIBUTE IN ROMANIA</b>
3:15 pm – 4:00 pm	<b>ALL YOU NEED IS A VISA AND A DREAM: U.S. VISA OPTIONS AND STRATEGY</b>
4:00 pm – 4:15 pm	<b>NETWORKING BREAK</b>
4:15 pm – 5:00 pm	<b>INTERNATIONAL TAX PLANNING AND MINIMIZING STRATEGIES</b>
5:00 pm	<b>PLENARY SESSION CONCLUDES (BOOT CAMP FOLLOWS TOMORROW)</b>

## Tentative

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**The GO USA! Roadshow 2010:**  
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**Day 2 – Thursday, October 28, 2010: BOOT CAMP**

Using the IT industry as a model, learn to build your skills and acquire specific direction on how to develop a successful US presence through the use of application activities, case studies and real-life scenarios.

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|---------------------|---|
| 7:30 am – 5:00 pm   | <b>REGISTRATION, INFORMATION &amp; EXHIBITS</b>   |
| 9:00 am – 9:30 am   | <b>WELCOME AND GREETINGS</b>  |
| 9:30 am – 10:15 am  | <b>DOING BUSINESS IN THE USA</b><br>This session will provide insight into successfully conducting business in the US, from the legal and political framework to cultural issues.   |
| 10:15 am – 11:00 am | <b>ENTREPRENEURS' GUIDE TO SELLING &amp; MARKETING IN THE USA</b><br>Learn and practice valuable sales and marketing techniques and how to avoid the pitfalls of wasted time, money, and energy. Build a sound foundation for business development with best practices for sales vs. marketing, brand development, competitive positioning, market research, and more using a mix of traditional and new media marketing techniques.              |
| 11:00 am – 11:15 am | <b>NETWORKING BREAK</b>   |
| 11:15 am – 12:00 am | <b>CORNERSTONES OF STARTING A COMPANY - ADVICE FROM ROMANIAN ENTREPRENEURS IN THE US</b><br>Discover the 3 cornerstones of the startup success – Being Opportunistic with Your Idea, Building a Strong Team, and Raising Capital – from Romanian entrepreneurs who have successfully launched a business in the United States.  |
| 11:15 am – 12:00 pm | <b>PREPARING THE RIGHT TOOLS FOR YOUR CAPITAL RAISE</b><br>This session will outline the fundamentals of how to raise early stage capital from angel groups, venture capital firms, and strategic investors. You will learn how to create a successful and effective business plan and executive summary, how to create an investor presentation slide show that will win strong interest and how to pitch your company to prospective investors. |
| 12:00 pm – 12:45 pm | <b>BUFFET LUNCH</b>   |
| 12:45 pm – 1:30 pm  | <b>TO WIN IN THE US, YOU NEED TO THINK STRATEGICALLY</b><br>A common misperception is that strategic planning is an activity reserved only for large, well-established companies. Now, more than ever, it's critical for US entrepreneurs to start thinking strategically at the earliest stages of planning their business. Discover what it takes to implement a successful strategy for your US business.                                      |

- 1:30 pm – 2:15 pm      **NETWORKING ROI: HOW TO WORK THE ROOM**  
The old adage “it’s not what you know - but who you know” has never been more relevant in today’s business and economic environment. Tune into the multiple meet-ups, associations, chamber events, alumni organizations, etc., and you will find that you can attend a networking event every day of the week, in person as well as virtually. Learn how to create a powerful introductory pitch to ensure you are ready to work the room, identify leads, and develop long-term relationships and referral sources that get business coming your way.
- 2:15 pm – 2:30 pm      **NETWORKING BREAK**
- 2:30 pm – 3:15 pm      **GETTING INTO AMERICA: SIGNIFICANTLY IMPROVING THE ODDS**  
Review all the major types of visas available, with invaluable insights into why visas are denied and how to conduct yourself at the U.S. Embassy and port-of-entry. Hone in on the right visa for your situation and learn the steps needed to obtain it.
- 3:15 pm – 4:00 pm      **PRIMER ON U.S. TAXATION OF NON-RESIDENTS AND FOREIGN CORPORATIONS**  
Learn US tax treatment of non-resident aliens and foreign corporations, how to choose the proper vehicle for US inbound investment, and US tax treaty benefits and limitations.
- 4:00 pm – 4:15 pm      **NETWORKING BREAK**
- 4:15 pm – 5:00 pm      **U.S. GOVERNMENT OPEN FORUM**  
Round-table discussion with commercial and economic officers from the US Embassy about how the Federal government can assist you in establishing a US business.
- 5:00 pm                      **CONFERENCE CONCLUDES**
- 5:00 pm – 7:30 pm      **CLOSING DINNER RECEPTION**

## About the RACC

The Romanian American Chamber of Commerce (RACC™) is the oldest bilateral trade association dedicated to the development of prosperous business relationships between Romania and the United States.

The RACC promotes trade and investment between the United States and Romania and supports its members' business objectives by holding monthly events at which prominent political and business leaders from both countries address bilateral concerns. We also sponsor periodic seminars and conferences concerning business and legal issues or to highlight industry-specific business opportunities. The RACC has its own television program seen on over 300 stations throughout the United States. We sponsor industry-specific trade and investment missions to Romania, as well as host Romanian business delegations in visits to the United States. We issue fax alerts and e-mails to keep members informed of current issues and to facilitate business development.

### Why Not Consider Becoming an RACC Member?

Now is the perfect time to become a member of the RACC. One of the immediate benefits is the opportunity for you to take advantage of the substantial "members' only" discounts. The membership of the RACC is made up of businesses, organizations, and individuals currently involved in or seeking business relationships in the Romanian-American marketplace.

The RACC's mission is to ensure that all members realize tangible benefits from their involvement in the chamber's activities. Our members are encouraged to work with RACC executive staff on one of our nine committees to create programs, initiatives, and benefits that members are seeking. The RACC community is a powerful vehicle to create limitless opportunity for your business, based on our members' suggestions.

### The RACC provides opportunities to members for:

**Direct Assistance:** The RACC offers members direct assistance through its Custom member Services program. In house and outsourced professional services ensure your business needs are met with comprehensive service.

**Business Opportunity:** RACC events and programs give members the venues and opportunity to network and build business contacts. The RACC™ also co-sponsors events and informs members on opportunities best suited to their objectives.

**Economic Development:** RACC members are able to participate in special initiatives and programs targeting economic development in specific areas and industries in Romania, such as tourism and technology.

**Advocacy:** The RACC listens to its membership about the issues that matter most to their business success, and conducts meetings, programs, and initiatives with key political leaders.

**Influence:** RACC members participate in our member-led committees, enabling them to directly impact the activities of the chamber and the benefits of their membership.

**Visibility:** Through RACC event sponsorship, program participation, and contribution to publications, members are able to vastly expand visibility for their businesses.

**Savings on Programs:** RACC members receive discounts on RACC services, events, publications, as well as events and programs of affiliate groups and organizations.

To join, contact Jay McCrensky, Executive Director, at +1 (240) 235-6060 or visit our website at [www.racc.ro](http://www.racc.ro) and click on the Membership.



romanian american  
chamber of commerce

# GO USA! Roadshow 2010 Registration

**Deadline for conference registration is September 30**

<b>FAX to:</b> (301) 229-8680	<b>MAIL to: RACC</b> Wisconsin Circle, Suite 700 Chevy Chase, MD 20815
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PLEASE RETURN THIS COMPLETED REGISTRATION FORM WITH YOUR PAYMENT. YOU MAY DUPLICATE THIS FORM FOR ADDITIONAL ATTENDEES. PLEASE SAVE A COPY FOR YOUR RECORDS.

**Register online at**  
[www.acteva.com/go/racc](http://www.acteva.com/go/racc)

**Conference Participant Registration**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Payment:**

Full payment must be received by September 30 to be registered for the conference.

We cannot accept walk-in registrations.

We encourage you to attend the full two-day conference for the best value. No credits can be given for meals not taken or unattended education programs.  
**Early Bird Discount Ends August 31**

**Method of Payment:**

Check made payable to RACC  
Mail to: Wisconsin Cir., Ste. 700, Chevy Chase, MD 20815  
Check must be received by Sept. 30, 2010

VISA  MasterCard  American Express

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Card Number CVV2

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Authorized Signature

**Registration Fee** Please indicate your registration choice:

- Regular Registration (After Sept. 1) – Non-Member \$395
- Regular Registration (After Sept. 1) – Member \$295
- Early-Bird Registration (Until Aug. 31) – Non-Member \$195
- Early-Bird Registration (Until Aug. 31) – Member \$150

**Total Amount Due: \$** \_\_\_\_\_

**Cancellation Policy:** Cancellations received by August 31 will receive a full refund, less 25% of total due as an administrative fee. Cancellations received on or after September 1 will forfeit their registration fee, along with those who register and do not attend. Substitutions are permitted. If you have special needs, please let us know how we can accommodate you:

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