



**Geschäfts- und Vertriebsstrategien  
um Wettbewerbsvorteile zu erlangen:  
Wie man mit der Energiewende Erfolg hat  
und der globale Wettbewerb zunimmt**

**Bitte besuchen Sie unseren Workshop zu diesem Thema  
am 20. Mai in München.**

*Deutsche Unternehmen zahlen bereits die höchsten Energiepreise in Europa und die Energiewende wird die Energiekosten um weitere 20 % erhöhen. Zur gleichen Zeit boomt die Öl- und Gasproduktion in den USA und die Energie- und Rohstoffkosten sinken. Diese Kostenentwicklung verändert die Wettbewerbsbedingungen für deutsche Unternehmen drastisch, um auf globalen Märkten konkurrenzfähig zu bleiben. In unserem Workshop möchten wir gemeinsam zeigen und mit ihnen diskutieren, wie Umsatz, Rentabilität und Wettbewerbsfähigkeit mit Niederlassungen in Deutschland und den Vereinigten Staaten verbessert werden können.*

**Schlüsselthemen**

- Überblick über Markt-, Energie- und Investitionsdynamik in Deutschland und den USA
- Eine ökonomische Analyse der Herstellungskosten für ein typisch deutsches Unternehmen im Vergleich zu den in den USA, mit einer Präsentation verschiedener Ansätze für die Errichtung von Produktionsstätten und Niederlassungen in den USA, zusammen mit den damit verbundenen Anlaufkosten.
- Markt/Absatzpotenzial in den USA und erfolgreiche Methoden, um Zugang zum US-Markt zu gewinnen
- Chancen für Technologie-Kooperation mit US-Firmen, Hochschulen und / oder Forschungseinrichtungen
- Überblick über praktische US-Rechtsfragen, welche von Interesse für deutsche Unternehmen in den USA sind, u. a. Gewinne zu maximieren, Steuern zu sparen, Risiken zu minimieren.

There are several strategies a business can take to manage the transition to renewable energy sources and the related cost implications. Some of the most competitive German companies have already found success by adding and balancing production resources in both Germany and the United States. These same firms have also increased sales in the U.S. by leveraging their new, U.S.-based production site.

**Vertreter von deutschen Unternehmen und / oder Organisationen,  
die ihr Geschäft in den US-amerikanischen Markt erweitert haben, präsentieren ihre  
Situationen und Erfahrungen und beschreiben,  
wie ihre Unternehmen bisher davon profitiert haben.**



## Programm

- 08:30 Registrierung und Netzwerkanschluss – Erfrischungen werden zur Verfügung gestellt
- 09:00 Uhr Begrüßung und Einführung – Larry Schultz, Sprecher
- 09:10 Auswirkungen der energiepolitischen Rahmenbedingungen auf die Wettbewerbsfähigkeit deutscher Unternehmen - Dr. Jörg Rothermel
- 09:35 Chancen und Ansätze, die US-Kostenvorteile zu nutzen - David Gates
- 10:00 Uhr Pause
- 10:15 Rechtliche Aspekte der Geschäftstätigkeit in den USA - Keith Calhoun - Senghor
- 10:40 Erfolgsgeschichte/Fall-Studien - Wird noch bekannt gegeben
- 11:15 Uhr Q & A
- 11:30 Ausklang und networking Leichte Erfrischungen werden zur Verfügung gestellt

### Um RSVP und überweisen Zahlungs

**Teilnahmegebühr:** 50,-€ pro Person, zahlbar im Voraus, incl. Mehrwertsteuer

**Tag / Zeit:** Dienstag, 20. Mai 2014, 8.30 Uhr bis 11.30 Uhr

**Ort:** München Network, Rosenheimer Straße 145i, 81671 München

U. A. w. g. **bis 16 Mai 2014** an Kelly Gates at Gates and Company,  
E-Mail-Adresse zu [seminars@gatesandcompany.com](mailto:seminars@gatesandcompany.com)  
mit Kontakt- und Firmennamen der einzelnen Teilnehmer.

Zahlung bitte wie unten beschrieben:

Bank / Account: Raiffeisenbank Erding / Jesper Rasmussen  
Konto / IBAN : 866644, DE35 7016 9356 0000 8666 44  
SWIFT/BIC: GENODEF1EDR  
BLZ: 701 693 56

Vielen Dank. Wir freuen uns darauf, Sie auf unserem Workshop begrüßen zu dürfen.



## Biographien

**Keith Calhoun-Senghor** is a corporate lawyer with Norton Rose Fulbright based in Munich. He has nearly three decades of experience in corporate, international, and government legal work. Mr. Calhoun-Senghor's international corporate experience has focused on Germany, where his experience ranges from advising clients on all aspects of cross-border acquisitions, the broad spectrum of legal issues confronting U.S. companies, and the unique challenges as a senior policy adviser to the U.S. Secretary of Commerce on space and satellite utilization policies. In addition, Mr. Calhoun-Senghor has advised a variety of technology firms on their business and corporate transactions, as well as advising German companies doing business in the U.S.

Mr. Calhoun-Senghor has spoken and written extensively on the topic of U.S. companies doing business in Germany and related cross-border legal issues. He also has lectured worldwide on commercial space and satellite policy issues. Mr. Calhoun-Senghor currently serves as an Adjunct Professor at the University of Bonn Law School and teaches courses there on "International Commercial Law" and "Civil Litigation in the U.S." to German law students.

Mr. Calhoun-Senghor graduated from Harvard Law School and was a Fulbright Scholar at the University of Bonn, Germany (International Relations). He received his A.B. degree with Honors from Stanford University (International Relations). Mr. Calhoun-Senghor is a native English speaker and speaks and writes German fluently.

**Dr. Jörg Rothermel** is Head of Department Energy, Climate Protection, and Raw Materials of Verband der Chemischen Industrie (VCI) based in Frankfurt. VCI represents the politico-economic interests of 1,600 German chemical companies and German subsidiaries of foreign enterprises in contacts with politicians, public authorities, other industries, and the world of science and the media. VCI represents over 90% of the German chemical industry. Mr. Rothermel has been with VCI since 1997 working in a variety of roles, including Managing Director of the Sector Group Organic Chemical Industry, which is considered the most energy intensive sector within the chemical industry.

Mr. Rothermel is considered an expert for clean air issues and climate change policy, emissions trading, energy policy, and raw materials policy. He is Chairman of the Board of the German Agency for Renewable Resources (Fachagentur Nachwachsende Rohstoffe – FNR), which coordinates research, development, and demonstration projects in the area of renewable resources. Mr. Rothermel is also Managing Director of Germany's EID Energy Intensive Industry group. Prior to VCI, he worked for several chemical companies in various roles. He earned a Ph.D. in Chemistry in 1989.

Mr. Rothermel is fluent in German and English.



**David C. Gates** is a results-oriented individual with many years of senior management, strategic/tactical planning, operations, and business development experience in entrepreneurial and corporate environments. Mr. Gates spearheaded early-stage operations and turned around organizations facing significant competitive and financial challenges. He spent eight years in increasingly responsible roles in a variety of business units within the DuPont Company. Mr. Gates later left DuPont and raised equity financing and acquired, grew, and sold an early-stage technology company. He was then Executive Vice President at a middle market electronics technology firm. He founded *Gates and Company* in 1999.

Mr. Gates provides guidance on strategy development, international market expansion, and partnership projects, as well as financial advisory support to various investment banking engagements, including M&A, spinouts, buyouts, and capital formation.

Mr. Gates earned a Bachelor's degree in Electrical Engineering and a Bachelor's degree in Computer Science from the University of Tulsa, a Masters degree in Electrical Engineering from Drexel University, and an MBA from The Wharton School. He is conversant in German having spent a portion of his undergraduate time at the University of Salzburg, Austria and a co-op program with Contraves AG (now Rheinmetall Air Defence AG) in Zurich, Switzerland.

Mr. Gates is an occasional guest lecturer at the MBA programs of Drexel University, Temple University, the University of Delaware, and The Wharton School; Co-founder of Diamond State Ventures (now Mid-Atlantic Diamond Ventures); Board member for First State Innovations; and Chairman of the Technology Forum of Delaware.