



European Market Opportunities: A Luncheon Briefing for Kentucky Exporters

Monday, April 27, 2015

11:15 a.m. to 2:00 p.m.

Commerce Lexington

COST: \$50, Lunch Included

The Experts

Join us in welcoming the US Department of Commerce and their **foreign commercial representatives from Germany, Belgium and United Kingdom** as they brief us on the **latest market opportunities and industry trends in the European Union (EU)**. Some of the **industry sectors** which will be discussed include: **automotive, advanced manufacturing, security and safety, rail, machinery, construction, travel and tourism, education and training, franchising.**

Why Europe?

The European Union is a market of over 500 million consumers across 28 countries, all eager for American products and services. In fact, in 2013 U.S. companies exported more than 730 billion USD worth of goods each day to the EU, more than to emerging markets of Brazil, India, and China combined. The United States and the European Union make up half of the world's economic output and nearly one trillion dollars in global goods and services trade. Europe offers U.S. businesses of all sizes unparalleled opportunities, both as an export market and a base from which to expand sales to the Middle East, Africa and Asia. Now is the time to export to Europe!

Detailed Agenda

11:15 am – 11:45 am **Luncheon - Registration and Networking**

11:45 am – Noon **Welcome and introductions**

- Sara Moreno, US Commercial Service, Lexington

Noon – 1:30 pm **European Market Opportunities by Industry Sector**

- Dale Tasharski, Minister-Counselor for Commercial Affairs, Berlin, Germany
- Felix Happe, Commercial Specialist (Frankfurt) – *Automotive, Rail, Transportation*
- Chrystal Denys, Commercial Specialist (London) - *Franchising; Travel & Tourism; Education*
- Kristina Schaferova, Commercial Specialist (London) - *Manufacturing Equipment & Construction; Security/Safety*

1:30 – 2:00 pm **European Standards Briefing: CE Marking and Type Approvals**

- Louis Fredricks, Commercial Specialist (Brussels) - EU Standards and CE Marks

2pm – 4:30pm **Private One-on-One Appointments with European Commercial Service Officers**

(Please indicate your interest for a private one-on-one consult during registration.)

For more information or to register for this event [click here](#) or visit: www.wtcky.org



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