

News & Types: News

# Riebana Sachs Co-Presented at GACC's Virtual Expert Workshop Series

2/17/2021

By: Riebana E. Sachs

On February 17, 2021, Riebana Sachs, Associate at Masuda, Funai, Eifert & Mitchell, Ltd., participated in the Virtual German American Chamber of Commerce of the Midwest ("GACC Midwest") Success in the U.S. Expert Workshop Series. The session "U.S. Market Entry Strategy Planning – The Basis for U.S. Success" was interactive and covered 2021 market expectations, how German companies in the U.S. have prepared for market entry, and how these strategies have been successfully implemented. Other panelists included: Thorsten Finke (CEO, Identitytec GmbH & Co. KG); Ullrich Umann (Economics Correspondent, Germany Trade and Invest (GTAI)); and Rainer Schindler (Business Development & Country Manager, Naturkost USA Inc.). The session was attended by more than 100 executives.

GACC Midwest provides German companies with market entry support, business development and a large professional German-American member network in the U.S. They are a reliable partner to foster connections between German and U.S. businesses and to support growth among key industries, such as manufacturing, automotive, energy, medical, F&B and beyond.