

For Immediate Release

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‘Europe and America - Poised for Growth in our Challenging Global Economy’, Seminar-Luncheon, San Jose, Ca, October 20th.

Santa Cruz, Ca. – TradePort.org and the Monterey Bay International Trade Association (MBITA) today announced a seminar- luncheon entitled’ **Europe and America – Poised for Growth in a Challenging Economy**’ to be held at the Tabard Theatre on San Pedro Square in downtown San Jose on October 20th. The event is co-sponsored by the German-American Business Association (GABA) and the Greater San Jose Hispanic Chamber of Commerce (GSJHCC) and the conference’s main sponsor is the Business Consulting Network International (BCN) headquartered in Germany. The seminar-luncheon is designed to demonstrate how the European Marketplace is poised for American exports with an emphasis on IT, clean-tech and agro-technology products, services and technologies.

“Europe and the U.S. stand strong to further develop their long-standing friendship with bilateral trade and investment opportunities especially with the big push by the Obama administration to double exports in the next five years. Europe also has a distinct advantage to import American product because of its longstanding friendship and cultural ties”, states Tony Livoti of MBITA.

This event will feature an array of experts discussing taxes, incentives, support services and opportunities that American companies can now utilize to enter the EU marketplace. Presenters include Britta Eriksson of Euro VAT Refund, Inc., Paul Oliva of San Francisco-based OlivaGlobal, who will be discussing the various aspects of the EU’s new ‘e-customs’ initiatives, Michela Ritondo, Senior Tax Official for the Fiscal Department for Foreign Investments in Belgium and Istvan A. Molnar, Consulate General of the Republic of Hungary and New States in the EU.

"About 20 % Value Added Tax (VAT) is among the first expense that a North American Company will incur when expanding into the European market. Find out how to claim back the VAT and what the liabilities are when you import to and drop-ship within the European Union (EU).", states Britta Eriksson of Euro VAT Refund, Inc.

During the luncheon portion of this event a special presentation from Edmund Hain representing this event’s main sponsor, Business Consulting Network International LLC, will discuss the challenges and pitfalls of exporting to the EU and how his organization can help American small businesses in particular export successfully to the EU.

The event will conclude with a ‘keynote’ speech from Caroline Krawiec Brownstone, President and CEO of International Management and Marketing Associates (IMMA) Ltd. Her extensive experience with American-European business projects will conclude with her comments on the entire event highlighting the November 20th, 2010 European Union-United States Summit meeting in Lisbon, Portugal when the Presidents of the European Council and the European Commission welcome President Obama on discussions on how to enhance the transatlantic partnership between the US and the EU.

Further details and registration for this seminar/luncheon can be found at <http://www.mbita.org/events/home.php>