

INFORMATION

HOST AND VENUE

Atlantische Akademie Rheinland-Pfalz e.V.

Lauterstr. 2, 67657 Kaiserslautern

Tel: 0631/366100, Fax: 0631/3661015

E-Mail: info@atlantische-akademie.de

Web: www.atlantische-akademie.de

IN COOPERATION WITH

Welcome to Rheinland-Pfalz

Economic Development Agency Kaiserslautern

American-German Business Club Kaiserslautern

U.S. Consulate General Frankfurt

ADMISSION

Free admission. Please bring your own lunch.

REGISTRATION

Please register with the attached form or via email, phone or fax until **July 19, 2017**:

Atlantische Akademie Rheinland-Pfalz e.V.

Phone: 0631 366100

E-Mail: info@atlantische-akademie.de



With the friendly support of



Embassy of the United States of America

A Brown-Bag Luncheon on Challenges and Opportunities of Starting a Business in Germany



Thursday, July 20, 2017

12–2pm

Atlantic Academy

Lauterstr. 2

67657 Kaiserslautern

Free admission. Please bring your own lunch.

Bitte
ausreichend
frankieren



**Atlantische
Akademie**

Rheinland-Pfalz

ABOUT THIS EVENT

When entrepreneurs start a new business, it is usually synonymous with doing what they're passionate about, being their own boss, and expecting financial gains. But business owners also face diverse challenges, especially during the start-up phase. Knowing about the potential challenges when setting up and running a business can help avoid making common mistakes.

Americans willing to open a business in Germany furthermore need to be aware of pitfalls in the unfamiliar environment. How have successful American entrepreneurs tackled upcoming issues and seized opportunities?

Jake Kregel, an American business owner, will share his insights and experiences on what it takes to set up and run a business on the German economy and is ready to answer your questions. Afterward, there will be plenty of time to discuss the topic further and exchange views and experiences with like-minded business owners over a cup of coffee.

The luncheon is part of an ongoing German-American discussion about how to support Americans and their businesses and business ideas.

We're looking forward to an interesting talk and a great discussion!

Dr. David Sirakov
Atlantic Academy, Kaiserslautern

Prof. Greg Evans
American-German Business Club Kaiserslautern

Matthias Vogelgesang, M.A.
Economic Development Agency Kaiserslautern (WFK)

Dr. Gerhard Wiesinger
U.S. Consulate General Frankfurt

PROGRAM

THURSDAY, JULY 20, 2017

12-12.10pm **Welcome**

John Constance, M.A.,
Welcome to Rheinland-Pfalz

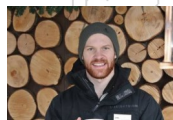
Prof. Greg Evans,
American-German Business Club
Kaiserslautern

12.10-1pm **Advice & Insights on starting a business in Germany**

Jake Kregel,
Bavaria & Beyond Tours

1-1.30pm **Discussion**

1.30-2pm **Social Gathering**



Jake Kregel started his travel business "Bavaria & Beyond Tours" in Garmisch-Partenkirchen in 2016.

Topic: Brown-Bag Luncheon: Challenges and Opportunities of Starting a Business in Germany
Program No.: 17-208
Date: Thursday, July 20, 2017, 12 - 2pm
Venue: Atlantic Academy, Lauterstr. 2, 67657 Kaiserslautern

☐ I would like to attend this event with people.

Name:

Profession:

Street and No.:

Phone:

Zip, Town:

Email:

Date

Signature

The Atlantic Academy will collect and store your data for internal information purposes only.

☐ Please send me further information about the program of the Atlantic Academy.

