



Chamber of Eco Commerce (CEC)

Soft-Landing Services in Atlanta, Georgia

Workshop: Starting a Business in the USA

Companies from around the globe are looking to enter the American market but often lack the resources to retain local firms to help them. As a fallback, they work through their own government agencies which are helpful, but only up to a point.

If you're thinking about starting a business venture in the U.S. or expand your business to the U.S., CEC's workshop in Atlanta will guide your decision-making process. Starting a business involves planning, making smart key financial decisions and completing a series of legal activities. We can help with this process, and assist in planning and managing your business in the U.S.

Once you're ready to start your business in the U.S., you'll have many important decisions to make. This is especially true in the first months of opening your business. This can be a daunting task to go it alone particularly in a foreign market where you may lack the 'subtle' knowledge of the market. You don't have to worry about making every decision on your own, you can always consult our local experts to get guidance. Its your decision but we can guide you.

CEC is an invaluable resource to you. We have been been down the same path you're taking. We are experienced, successful and willing to provide hands-on-advice and guidance for you.

We are specialized in assisting start-up businesses grow providing a broad range of services during their early, most vulnerable years. Our affordable hands-on advisory and soft landing services, referrals, fund raising assistance, shared office and manufacturing space, meeting rooms, administrative help, business equipment, financial and technical expertise, IT support, marketing PR, and other services will help defer the need for large investment when a company is getting started.

CEC Workshop is an efficient 1 + 4 day workshop for companies, and innovators considering to do business in the US. The first session, day one, will be organized in your country, the second session (4 days) will be in Atlanta, Georgia.

We invite you to join us to learn how to start your new business venture in the U.S. This is your opportunity to get involved and start building new partnerships during and after the event. Contact your local CEC Chapter Leader for more information.

LEARN:

The opportunities and challenges of US market; How to find customers, partners, and distributors to your product; How to get capital and approach potential investors; Update your business plan for the Investors; Intellectual property protection; Domestic market research and entry assistance.

THE TRAINING INCLUDES ALSO:

Real Cases: How did they get started US market? Lessons learned; One-on- one meeting with business advisors; Tailored plan how to proceed in US.



Workshop Agenda

Business Plan

Learn how to create a business plan that will help you map out how you will start and run your business and raise funds for your business successfully.

Business Assistance and Training

Learn how to take advantage of our Hands-On Advisory Program in Atlanta. This includes training, coaching and counseling services, from preparing a business plan and securing financing, to expanding or relocating your business to the U.S.

Choose a Business Location

Learn how to select the best location based on your specific short or long term needs.

Finance Your Business

Learn about government backed loans, venture capital and research grants to help you get started.

The Legal Structure of Your Business

Learn which form of ownership is best for you: sole proprietorship, partnership, Limited Liability Company (LLC), corporation, S corporation, nonprofit or cooperative.

Business Name

Learn how to register your business name with the state government.

Tax Identification Number

Learn which tax identification number you'll need to obtain from the IRS and your state revenue agency.

Local, State and Federal Taxes

Learn about U.S. Tax Laws and how to register with the state to obtain a tax identification number, workers' compensation, unemployment and disability insurance.

Business Licenses and Permits

Learn about federal, state and local licenses and permits required for your business.

Understand Employer Responsibilities

Learn the legal steps you need to take to hire employees.

Branding

Learn how to distinguish your company, products and services in an increasingly crowded global marketplace.

Integrated Marketing Communications (IMC)

Learn how to create effective IMC plan to better manage the customer experience, marry internal and external processes, and manage employees and business partners.



Working With Us

CEC workshop is a unique opportunity to learn how to join CEC partner projects, and collaborate and establish a mutually beneficial long-term relationship with our global leadership team, Preferred Service Providers (PSP), and our fast growing international network of stakeholders across industries and continents. We have implemented an invitation-only process. Unsolicited proposals are NOT accepted. We work closely with our local chapters and highly qualified individuals and organizations, to internally develop priorities, projects and a strategic portfolio of technologies.

Links

Soft-Landing Services:

<http://www.chamberofecocommerce.com/sustainabilitycenters/softlandingservices.html>

Hands-on-Advisory Program:

<http://www.chamberofecocommerce.com/cecglobal.html>

Commercialization:

<http://www.chamberofecocommerce.com/home/commercialization.html>

Networking:

<http://www.chamberofecocommerce.com/finance/networking.html>

Fostering Eco Innovation in SMEs:

http://www.chamberofecocommerce.com/images/Fostering_Eco_Innovation_in_SMEs_Sep_2010.pdf

Financing Eco Innovation and Investing in Intellectual Capital:

<http://www.chamberofecocommerce.com/finance.html>

Events:

<http://www.chamberofecocommerce.com/finance/events.html>

News:

<http://www.chamberofecocommerce.com/newsandevents.html>

Learning Center:

<http://www.chamberofecocommerce.com/sustainabilitycenters/learningcenter.html>

Economic Development:

<http://www.chamberofecocommerce.com/home/economicdevelopment.html>

Jobs:

<http://www.chamberofecocommerce.com/home/jobs.html>

Partner Projects:

<http://www.chamberofecocommerce.com/partnerprojects.html>

A Message from the Founder:

<http://www.chamberofecocommerce.com/home/foundersmessage.html>