



# Profiting from the U.S. Marketplace: Making the Right Choices

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## Transatlantic Business Services

Hannover Ltd. and Auxilium Expatbiz Services have formed a strategic alliance to assist and support each other in working with firms seeking to initiate or expand international trade between the EU and the US. The two firms serve as the other's local agent and office. We provide comprehensive expert services to solve the issues our clients face in cross Atlantic development:

- Consulting Services Business Finance, Market Analysis, Coaching and Strategic Growth Consulting Services with a focus on expanding into international markets
- Financing Services Corporate Finance Investment Banking, Project Financing and Commercial Financing Services
- Project Coordination On-site Project Management, Coordination and Integration of all the Elements of your Project
- Management Services Management of Purchase or Sales Processes, Interim Management, Market Analysis



- Why Come to U.S. Market? How do You Benefit?
- What Services/Products to Migrate to U.S.?
- Where in the U.S. is Best Location for You?
- How to Enter the U.S. Market?
- How to Start?
- Exit Strategies?



- Why Come to the U.S. Market?
  - ▶ Market volume and anticipated demand
  - ▶ What are the advantages of a U.S. presence?
  - ▶ What can you accomplish from a presence in U.S. that you can't accomplish from Germany?
  - ▶ What are the benefits to your firm?
  - ▶ What disadvantages do you anticipate or perceive?



- What Services/Products to Migrate to U.S.?
  - ▶ Do a market analysis and competitive analysis:
    - ▶ What needs in the U.S. market do these studies indicate?
  - ▶ Of your various products/services, which ones are the most cost-effective to bring to the U.S.?
  - ▶ Potential for revenues? The greatest potential ROI?



- Where in the U.S. Should You Locate?
  - ▶ It is a large country, with a very varied and heterogeneous market:
    - ▶ Where are the markets, the technical and sales people, the resources?
    - ▶ West coast (software industry)
    - ▶ Midwest (manufacturing, finance, agricultural)
    - ▶ East coast (banking and finance, trade)



## ■ How to Enter the U.S.?

### ▶ Key Issues

### ▶ Many choices on how to organize initial entry:

- ▶ Sales office (independent sales representatives)
- ▶ Sales office (directly owned by you)
- ▶ Strategic partnership; licensing agreement
- ▶ Joint venture with U.S. company
- ▶ Create own corporation here



## ■ How to Start

- ▶ Market and competitive analysis
  - ▶ Demand; competition; pricing; potential markets
- ▶ Site selection for initial office(s)
- ▶ Understanding legal and intellectual property issues
- ▶ Training German personnel on U.S. market
- ▶ Developing business and market plan
- ▶ Determine capital needs (CapEx and OpEx)
- ▶ Develop financial and investor relationships





## ■ Exit or Growth Options

- Sale to strategic or financial buyers
  - Competitors; vertical integration; horizontal integration; Private Equity Groups
- Acquisition
  - Competitors; vertical or horizontal integration
- IPO



- Auxilium and Hannover Provide a Full Range of Consulting Services for U.S.-EU Cross-border Business
  - ❑ Business Development Planning and Analysis
  - ❑ Market and Competitive Analysis Research
  - ❑ Financial Services; Financial Relationships
  - ❑ Site Location Services
  - ❑ Management and Organizational Services
  - ❑ Training and Cultural Awareness
  - ❑ Legal and Intellectual Property Services



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## ■ The Auxilium/Hannover Team

- Frank Herdmann: management services, commercial and legal representation
- Don Keysser, CM&AA, DBA: business development, financial/market analyses, business finance
- Sandy Weiner, MED, MCC: Organizational design and planning; cross-cultural and institutional development
- Aurel Vest: industrial advisory and management services



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