



The  
**International  
Trade Association**  
of Greater Chicago

# **PROGRAM ANNOUNCEMENT**

4610 North Kenton Avenue, Chicago, Illinois 60630-4020 U.S.A.

Tel: 773/725-1106

info@itagc.org

Fax: 773/725-2294

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*THE INTERNATIONAL TRADE ASSOCIATION OF GREATER CHICAGO*

invites you to a special luncheon program:

## ***THE HEART OF EUROPE: COMMERCIAL OPPORTUNITIES IN CENTRAL AND EASTERN EUROPE***

Presentations by:

**Aric Saulka**  
Regional Director  
Euromonitor

**Kirk Samson**  
Owner  
Samson Atlantic

**Anthony Patrick Hernandez**  
Of Counsel  
Barger Prekop

Presentations and discussion with experts from Euromonitor, the legal office of Barger Prekop, and the consulting firm of Samson Atlantic on the dynamic region of Central and Eastern Europe.

Central and Eastern European (CEE) countries offer direct access to the European Union single market consisting of over 510 million consumers with high buying power, and a region offering steady growth, a highly-skilled labor pool, unbeatable IP protection and cutting-edge technology. Crucial countries such as Germany, Poland, the Czech Republic, Slovakia and the Baltic States offer exciting trade opportunities for U.S. exports and foreign direct investment.

As the United Kingdom works through a complicated divorce with the EU via 'Brexit', U.S. firms should look to stable Germany or fast-growing Eastern European nations as better business alternatives. Learn how the CEE countries offer exciting opportunities for U.S. companies to access or expand into the EU. Discussion will include current consumer trends, political risk concerns, and will highlight key market entry and legal issues to be aware of when considering expansion into this dynamic region.

**Anthony Patrick Hernandez** is Of Counsel at Barger Prekop, a law firm operating in Bratislava, Slovakia. He is co-head of the firm's M&A practice group and helps traders and investors enter or expand in foreign markets, primarily advising in the areas of cross-border M&A, private equity, commercial transactions, and dispute resolution.

**Kirk Samson** is the Owner of Samson Atlantic LLC, a firm providing market research expertise, site selection assistance, and incentive negotiation for firms ready to cross the Atlantic. Kirk is a former U.S. diplomat, military officer, and international law advisor with over 20 years of experience in Europe.

**Aric Saulka** is the Regional Director of Client Development for North America, Central America and the Caribbean. Aric came to Euromonitor with 10 years of Market Research experience including Nielsen as a Director and IRI as a Business Consultant.

**Thursday, October 12, 2017**

**CARLUCCI ROSEMONT**

6111 North River Road, Rosemont, IL

11:45 a.m. – Registration

12:00 p.m. – Luncheon Program

2:00 p.m. – Adjourn

**ITA/GC members and their guests - \$50; Non-members - \$75**

Please Make Your Reservations Early: Contact the ITA/GC by **4:00 p.m., Monday, October 9**

Tel: 773/725-1106

[rsvp@itagc.org](mailto:rsvp@itagc.org)

Fax: 773/725-2294

*American Express, Discover, MasterCard and Visa* are welcome.

*A reservation is an obligation to pay: reservations not canceled 48 hours prior to the meeting will be billed.*



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# REGISTRATION FORM

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Please register me/us for the October 12 special luncheon program: **CEE: Heart of Europe ...**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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