



PROGRAM
**Conference
Program**

2:00 p.m. – 3:30 p.m.

Hit it Big on the Big Market

📍 **Best Western Premier Hotel Slon, Slovenska cesta 34,
Ljubljana**

There are many ways to enter a foreign market and there is absolutely no one correct entry strategy which works for every company.

- Entry strategies (when, where and how)
- Understanding and dealing with the risks
- What you should know, but have not yet thought about

Meet two experts who are helping European Companies enter the global markets and vice-versa.

Speakers:

Steven K. Lanier, President, American World Services

Steve Staresinic, CPA, CGMA, independent expert in the field of taxation, accounting, and HR

Panel Chair:

Vida Dolenc Pogačnik, COO & International Cooperation Leader