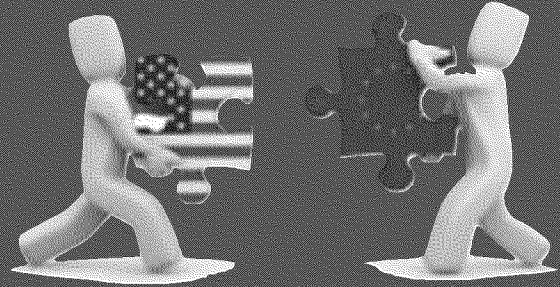


# USA WEEK

**EAEC**  
European American Enterprise Council

November 2013

# in Europe



# GUGGENHEIM 1st edition Bilbao

GUGGENHEIM BILBAO

Conference and exhibition on the key opportunities in USA for European companies and regions

## USA week in Europe Business exhibition and conference

For four days, Bilbao will be the US business capital of Europe, as it will be hosting the first edition of the USAWEEK in Europe. The city will become a meeting point for the different key economic sectors that will be presented during the event. An event which will enable European companies and public and private institutions to learn first hand and in detail about the major projects and business opportunities in North America.

It is the week where the world's largest market comes to Europe. Recognized business leaders from key corporations and regional economic development authorities will present the current main projects that are being considered and executed as of today, in the main

market of the world. They will also explain the advantages of doing business in the US.

North American economic development agencies will unveil their proposals for attracting investment and demonstrate how they can provide the necessary support for European companies wishing to establish a presence in the U.S.

This conference and exhibition aims at closing the gap between the North American and European markets, enabling companies, institutions and business leaders to come together. Its goal is also to lower the US market entry barriers and promote trade among the different European and North American regions.

Corporations and institutions representing each of the economic sectors and authorities from different US regions will speak about their different investment attraction strategies, and business opportunities in sectors such as Infrastructure, Transportation, Environment, Energy, Aerospace, Automotive, Technology and Manufacturing.

Companies around Europe will be able to learn directly about projects and business opportunities, in areas such as rail, roads, high speed rail, water, offshore wind, solar, shale gas, commercial space and manufacturing, to name a few.

The USAWEEK event will have an open format, where participants will be able to choose the number of days that

they will be attending. They will have the opportunity to interact and network with speakers, institutions and companies involved in the different projects and business opportunities that will be presented during the conference and exhibition. There will also be one-on-one meetings networking events and social gatherings.

Exhibition space will be available for companies wishing to show and demonstrate their latest projects, solutions or technologies. Similarly economic authorities and institutions will be able to present the main strategic projects they are developing and introduce their region as the right business destination in terms of location, operations or investment.

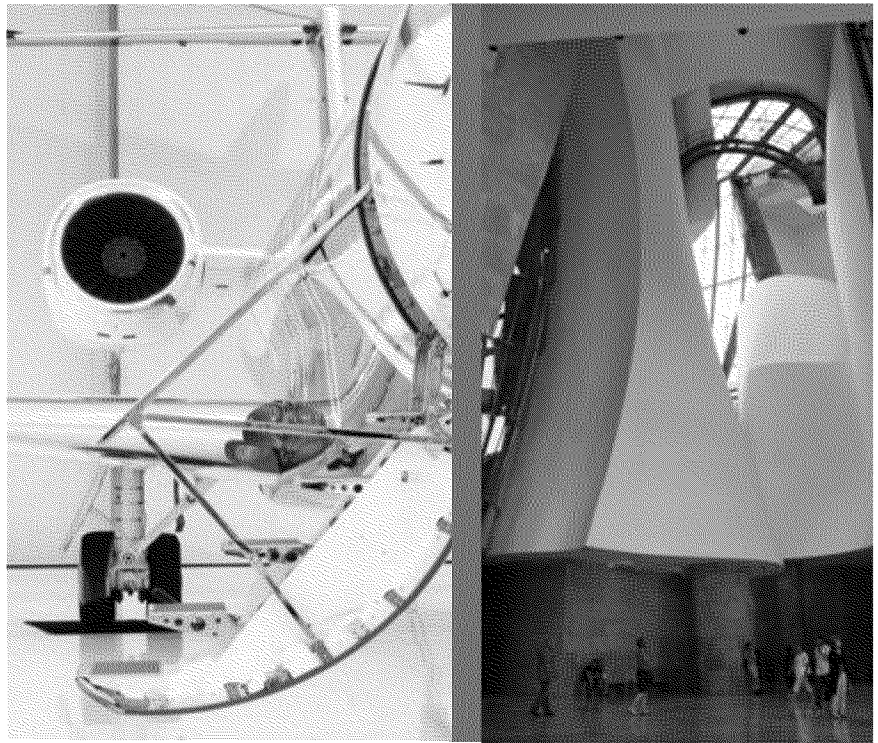
## Target Supply and demand

The targeted profiles attending the first edition of this unique event include: Corporate Board members, C-Level Executives, Business Development Executive Directors, International Directors, Regional Economic Authorities and Institutional leaders from both sides of the Atlantic, looking to do business in USA with European companies or public organizations involved in trade and investment promotion.

The participation of US companies looking for European partners, European companies seeking business and project opportunities in the US, regional trade promotion authorities, economic development agencies looking for bidders or service companies providing sought-after services in both sides of the Atlantic (such as law firms or financial institutions), will make this event the perfect place to do business in these major markets.

Last, but not least, various economic development authorities will have the opportunity to showcase their region, presenting the sectors and the reasons why the region should be considered for investment or as the right location for companies to become established.

USA WEEK Europe will focus on leading growing sectors where



business opportunities are happening as you read this brochure. As a brief example, we emphasize on the following:

*-Infrastructures:* The main infrastructure projects being launched and developed in California, related to transportation and water, will be presented. The High Speed Rail and the Delta River projects will serve as some of the examples of the booming infrastructure market in the US.

*-Energy:* From Shale Gas in the East Coast to Solar projects in the West Coast, the North-American energy market is undergoing massive change. Great opportunities lay ahead for European companies willing to enter the market.

*-Manufacturing:* Led by the Automotive and the Aerospace industries, where new technologies mean business opportunities for growth.

*-Technology:* We will look at innovation, and which are the leading technologies that are making a difference within the US economy, and the direction European companies should be taking.

## Event Value by differentiation

The first edition of USA WEEK Europe will take place at the Basque Country (in Southern Europe,

recognized for its strong industrial sector), it is clearly differentiated from other initiatives promoting trade, that are focussed only on institutional presentations. The week of USA in Europe means business, and speakers will definitely focus on business matters.

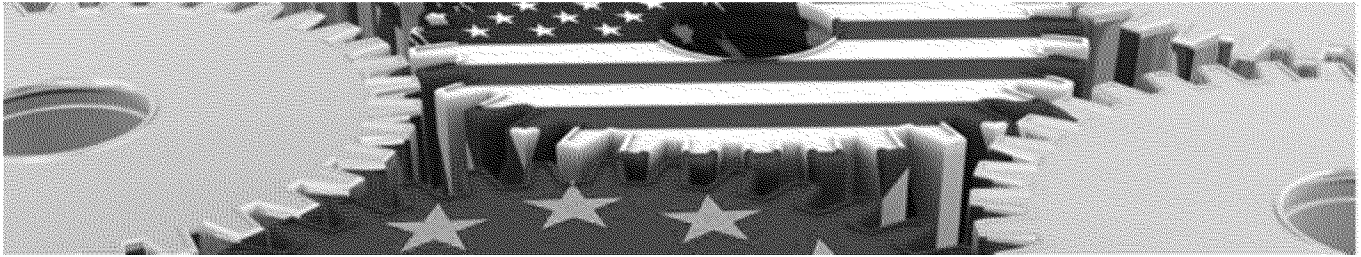
More than just a conference, this event will offer:

- Business Matchmaking
- Exhibition Space
- Roundtables
- Social events
- Culture related activities

This is the first edition, and each following edition will take place in leading european cities, strongly linked to North America, just as Bilbao is linked through the Guggenheim Museum.

## Promotion Delegates

The event will be attracting public and private participants from areas related to the main themes of the conference and exhibition. To ensure the success, our main promotional activities will center on press relations, on-line campaigns, mailing to the top management of the 3.000 most important corporations in Europe and communication through the main trade promotion agencies in Europe.



**Location**  
**Dates**

# GUGGENHEIM BILBAO

November 2013 / 11th - 14th

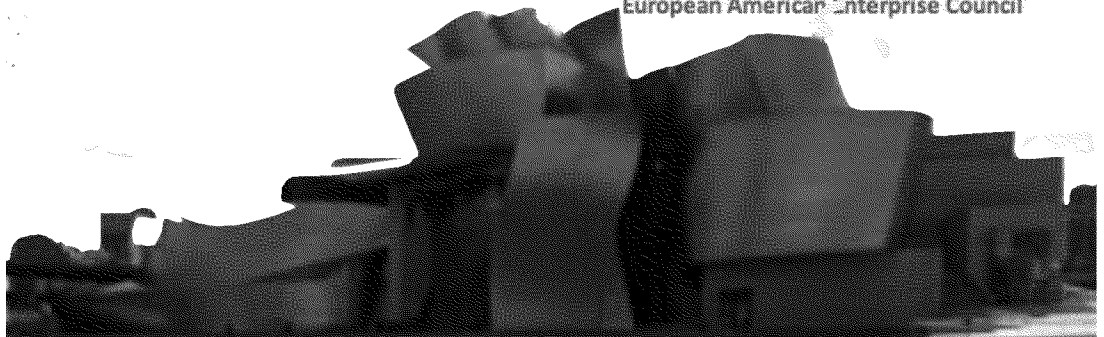
## Why Guggenheim Bilbao?

- Guggenheim Museum is a worldwide reference, located in Europe and a universal US cultural landmark.
- The right auditorium and environment for business
- Good communications - International Airport
- Less than 2 1/2 hours from the main European cities (Paris, London, Milan, Berlin, Amsterdam and Brussels)
- Strong industrial sector and home to top multinational companies
- Recognized by its innovation and economic dynamism
- Major selected as the best major of the world 2012, with the Guggenheim museum at his forefront
- A reference for culture, gastronomy, social and professional gatherings, where attendants and speakers will feel like home.
- Convenient hotel and transportation infrastructure

## The right venue for speakers

- Speakers will be able to promote their projects, businesses or opportunities to decision makers from leading European corporations, industry associations and trade promotion officials
- Speakers will be able to participate in one-on-one meetings and meet the authorities
- A private agenda will be organized at the convenience of those speakers willing to visit local projects or companies
- Speakers will be part of this unique first event, targeting organizations from all around Europe
- A great opportunity to being able to present at one of the most important cultural and architectural landmarks of the 20th century.
- Restricted access to VIP Lounge for speakers and authorities.

Organized by



# Draft program Agenda

## Day 1 - Projects and business opportunities in the US Infrastructures market

- 9:00-9:15 USA Week Opening  
USA ambassador and local authority
- 9:15-10:00 Market overview  
S&F International / DOT
- 10:00-10:40 California High Speed Rail  
California High Speed Rail Authority
- 10:40-11:10 West Dessert Xpress  
Nevada DOT
- 11:10-11:25 Coffee Break
- 11:25-12:00 Transportation projects in LA County  
LA Metro authority
- 12:00-12:30 Water projects in the west coast  
CWC
- 12:30-13:00 Water projects in the east coast  
TBA
- 13:00-13:30 Electrification projects  
CALTRAIN
- 13:40-15:20 Working lunch
- 15:30-16:10 Business Case  
TBA
- 16:10-18:00 State 1 - Business opportunities  
State 1 TBA
- 18:00-19:00 One on One meetings
- 19:00-21:00 Cultural event  
Gathering around music (USA/Local)

## Day 2 - Projects and business opportunities in the US Energy market

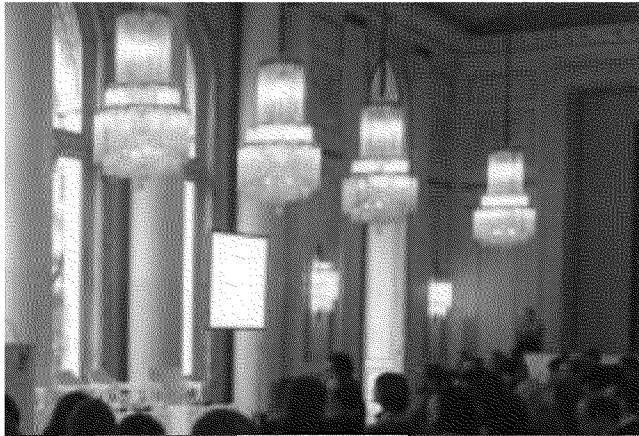
- 9:00-9:15 Opening remarks  
Authority or business association
- 9:15-10:00 Market overview  
EAEC / DOE
- 10:00-10:45 Shale Gas, business opportunities  
Penn DOE
- 10:45-11:25 Off-shore wind  
Virginia DOE
- 11:25-11:40 Coffee Break
- 11:40-12:20 Solar projects in the west coast  
PG&E
- 12:20-13:00 The energy mix - USA vs Europa  
CPUC
- 13:00-13:40 Getting energy from the sea  
FEC
- 13:40-15:20 Working lunch
- 16:00-16:40 Business case  
TBA
- 16:40-18:00 State 2 - Business opportunities  
State 2
- 18:00-19:00 One on One meetings
- 19:00-21:00 Cultural event  
Art gathering

## Day 3 - USA tech day

- 9:00-9:15 Opening remarks  
Government authority
- 9:15-10:00 Social Networks and the future  
TBA
- 10:00-10:45 Cloud Computing  
Corporation
- 10:45-11:30 Big Data  
Corporation
- 11:45-12:00 Coffee Break
- 12:00-12:45 Trends  
Tech opinion leader
- 12:45-13:30 Apps business opportunities  
Tech expert
- 13:30-14:15 Venture Capital and Technology  
Venture Capital firm
- 14:30-16:00 Working lunch
- 16:00-16:40 Business case  
TBA
- 16:40-18:00 State 3 - Business opportunities  
State 3
- 18:00-19:00 One on One meetings
- 20:30-23:00 Gala dinner

## Day 4 - Projects and business opportunities in the US Industry market

- 9:00-9:15 Opening remarks  
Industry association / Authority
- 9:15-10:00 Aerospace Industry roadmap  
Aerospace Administration Official
- 10:00-10:45 Business opportunities in the Aerospace supply chain  
Tier 1
- 10:45-11:30 Manufacturing industry trends in USA  
TBA
- 11:45-12:00 Coffee Break
- 12:00-12:45 USA as the right destination for automotive manufacturers  
TBA
- 12:45-13:30 Electrical vehicle, changing the business model  
Electric car
- 13:30-14:15 Business opportunities for the machine tooling industry
- 14:15-14:30 Closing



**“We work and collaborate with public and private institutions in order to promote trade and provide the business support and environment that an organization needs when entering a new market”**

**EAEC Team**



## About EAEC

### International Business Advisors Bridging Cross Atlantic Opportunities

The European American Enterprise Council (EAEC) is a private non-governmental member driven organization that aims at promoting Cross-Atlantic cooperation and collaboration while fostering Innovation, International Trade and Entrepreneurship. The European American Enterprise Council is headquartered in California, and is run by leading executives and advisors with a broad experience and know how as serial entrepreneurs, business angels, heads of venture capital firms and/or VP level executives, and in making fast growth innovative European and US companies achieve their revenue goals. EAEC offers a unique high level / high standard executive and cross-cultural network, with deep global-local or “glocal” experience and understanding of the key elements needed to reach business goals and desired ROI on business internationalization plans. Companies' products and services are localized and supported where their main target markets are, by EAEC executives and advisors/mentors (EAEC members) i.e. in leading US tech regions such as California, or in important recognized EU tech markets such as Germany, France, UK, Benelux, Sweden, Denmark, Finland, Spain or Italy.

The mission of EAEC (and EAEC members') is to:

- Support American businesses entering and/or locating in Europe
- Support European businesses entering and/or locating in North America

By offering unique services tailored to these companies' needs:

- International Business Development Programs
- Executive and Peer Advisory Boards
- International Executives Recruiting Services
- And many other services

While serving its members' interests:

- As a full blown social branding, networking and engagement hub for the members
- As a unique consulting/contracting and job opportunity platform for the members
- As an investment environment for the members who would like to participate as business angels (accredited and non-accredited investors).