



SOFT LAND
EXPO
USA Edition

2020 Agenda

27 October 2020

START TIME (EDT)	END TIME (EDT)	MAIN STAGE	Tracks		
			INBOUND (entering U.S.)	OUTBOUND (expanding from U.S.)	FEATURED
8:00 AM	8:36 AM	Expo Opening and Dashmote Case Study			
8:40 AM	8:56 AM	Dashmote Case Study Sandbox Session			
9:00 AM	9:16 AM		How to avoid the most common mistakes when expanding into the US market from abroad	Learning New Markets through a Culture Safari	America's Real Deal Pitch, Session #1
9:20 AM	9:36 AM		How to Raise US Capital as a Foreign Founder	Technology, Culture, and Ethics	
9:40 AM	9:56 AM		INBOUND Sandbox Session #1	OUTBOUND Sandbox Session #1	
10:00 AM	10:16 AM		Immigration Top Tips for International Companies: All You Need to Know While Seeking US Visas & Green Cards	Venture Building Startups between USA and LATAM	
10:20 AM	10:36 AM		Doing Business in the USA	Building Cross-national Teams with Japan: Sources & Tools for Market Entry	
10:40 AM	10:56 AM		INBOUND Sandbox Session #2	OUTBOUND Sandbox Session #2	
11:00 AM	11:56 AM	Matchmaking Session #1 , Hosted by What's Next Ventures			
12:00 PM	12:16 PM		Landing in a New Metro: More than Office Space	Exporting Goods and Services: Distribution, Agency and Franchise Agreements Under	America's Real Deal Pitch, Session #2

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				the Laws of the Netherlands and the EU	
12:20 PM	12:36 PM		3 Critical Steps in Entering the US Market	Cross Border Movement of People in a Brave New World: India and the USA	
12:40 PM	12:56 PM		INBOUND Sandbox Session #3	OUTBOUND Sandbox Session #3	
1:00 PM	1:16 PM		Multilingual Lead Generation Online	Crossing the Pond: Understanding the Differences Among European Markets	
1:20 PM	1:36 PM		Entering the US Market in the Time of Pandemic	Plugging into International Innovation Ecosystems	
1:40 PM	1:56 PM		INBOUND Sandbox Session #4	OUTBOUND Sandbox Session #4	
2:00 PM	2:30 PM	Aventure Aviation Case Study			
2:32 PM	2:48 PM	Aventure Aviation Sandbox Session			
3:00 PM	3:16 PM		The Power of Face-to-Face when Doing Business in the USA	Top Tips and How to Avoid the Traps when Employing a European Workforce	ECOSYSTEM TOUR: Hungary
3:20 PM	3:36 PM		Revenue in America: Scaling Businesses in the US	Going Global in 2020: International Growth in Uncertain Times	ECOSYSTEM TOUR Sandbox Session
3:40 PM	3:56 PM		INBOUND Sandbox Session #5	OUTBOUND Sandbox Session #5	
4:00 PM	4:16 PM		How to Start A Business in America as a Non-US Citizen	Cracking the Russian Market: Tales of Technology Export to Russia	Matchmaking Session #2 , Hosted by Georgia Tech, Enterprise Innovation Institute
4:20 PM	4:36 PM		Immigration Strategies for the Current U.S. Climate	Setting up a Business in Germany	
4:40 PM	4:56 PM		INBOUND Sandbox	OUTBOUND	



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			Session #6	Sandbox Session #6	
5:00 PM	5:56 PM	Matchmaking Session #3 , Hosted by Expandise			
6:00 PM	6:16 PM		Highlights from a 12-Year Survey of 100 Companies	The Future of International Business: from Global Expansion to Go-To-Market	
6:20 PM	6:36 PM		Financing Your Soft-landing Program with Local and International Grants	Building Cross-national Teams with Japan: Sources & Tools for Market Entry	
6:40 PM	6:56 PM		INBOUND Sandbox Session #7	OUTBOUND Sandbox Session #7	
7:00 PM	7:16 PM		Credit Insurance - Increasing Sales Safely	Where to Begin: Strategic Partnering, Community Immersion and Ground-level Understanding of the Market	Matchmaking Session: Korea Delegation
7:20 PM	7:36 PM		How to Navigate Partnerships for Business via the Collaborative Work Space and Entrepreneur Support Network (ESO's)	Multilingual Lead Generation Online	
7:40 PM	7:56 PM		INBOUND Sandbox Session #8	OUTBOUND Sandbox Session #8	
8:00 PM	8:36 PM	Matchmaking Session #4 , Hosted by JobsOhio			
8:40 PM	8:56 PM				
9:00 PM	9:16 PM		Those Americans! What you Need to Know to Build Profitable Business Relationships in this Dynamic, Diverse, and Complex Market	Australia Market Entry	America's Real Deal Pitch, Session #3
9:20 PM	9:36 PM		Where to Land? Considerations when	Scaling Globally During Tumultuous	

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			Choosing Your First US Office	Times	
9:40 PM	9:56 PM		INBOUND Sandbox Session #9	OUTBOUND Sandbox Session #9	
10:00 PM	10:16 PM		U.S. Immigration Strategies for Entrepreneurs	Leveraging Innovation Ecosystems to Address the UN Sustainable Development Goals: A Case Study of India	
10:20 PM	10:36 PM		Highlights from a 12-Year Survey of 100 Companies	Avoid the DIY Trap in New Markets	
10:40 PM	10:56 PM		INBOUND Sandbox Session #10	OUTBOUND Sandbox Session #10	
11:00 PM	11:30 PM	TruRating Case Study			
11:32 PM	11:48 PM	TruRating Sandbox Session			

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Start Time (EDT)	End Time (EDT)	Main Stage	Tracks		
			Inbound (entering U.S.)	Outbound (expanding from U.S.)	Featured
12:00 AM	0:16 PM		Raising Money is the Easy Part	Learning New Markets through a Culture Safari	
12:20 AM	0:36 AM		The Drivers of Valuation	Technology, Culture and Ethics	
12:40 AM	0:56 AM		INBOUND Sandbox Session #11	OUTBOUND Sandbox Session #11	
1:00 AM	1:16 AM		Scaling Globally During Tumultuous Times	Venture Building Startups between USA and LATAM	
1:20 AM	1:36 AM		Immigration Top Tips for International	Where to Begin: Strategic Partnering,	

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			Companies: All You Need to Know While Seeking US Visas & Green Cards	Community Immersion and Ground-level Understanding of the Market	
1:40 AM	1:56 AM		INBOUND Sandbox Session #12	OUTBOUND Sandbox Session #12	
2:00 AM	2:56 AM	Matchmaking Session #5			
3:00 AM	3:16 AM		Shaking in Your Shoes: Contemplating Boots on the Ground	Cracking the Russian Market: Tales of Technology Export to Russia	
3:20 AM	3:36 AM		Building an Effective Sales Team for the US Market	Cross Border Movement of People in a Brave New World: India and the USA	
3:40 AM	3:56 AM		INBOUND Sandbox Session #13	OUTBOUND Sandbox Session #13	
4:00 AM	4:16 AM		Generate Demand from US Agencies and Brands	Crossing the Pond: Understanding the Differences Among European Markets	Ecosystem Tour: New Mexico
4:20 AM	4:36 AM		Is a Pandemic the Right Time to Expand Your Business?	Plugging into International Innovation Ecosystems	
4:40 AM	4:56 AM		INBOUND Sandbox Session #14	OUTBOUND Sandbox Session #14	ECOSYSTEM TOUR: Sandbox Session
5:00 AM	5:56 AM	Matchmaking Session #6: Hosted by New Mexico Partnership			
6:00 AM	6:16 AM		U.S. Expansion: Managing your US Tax Exposure	Top Tips and How to Avoid the Traps when Employing a European Workforce	
6:20 AM	6:36 AM		The Cross-Border Payments Evolution	Going Global post-Covid: Navigating Uncertainty for	



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				International Growth	
6:40 AM	6:56 AM		INBOUND Sandbox Session #15	OUTBOUND Sandbox Session #15	
7:00 AM	7:16 AM		The 3 Keys to Successfully Enter the US Market and How to Activate Them	The Future of International Business: from Global Expansion to Go-To-Market	Ecosystem Tour: Philadelphia
7:20 AM	7:36 AM		Who Moved My Globalization Strategy?: Capitalizing on Times of Change	Avoid the DIY Trap in New Markets	
7:40 AM	7:56 AM		INBOUND Sandbox Session #16	OUTBOUND Sandbox Session #16	ECOSYSTEM TOUR Sandbox Session
8:00 AM	9:00 AM	Afterparty!			