



The *Doing Business in the USA* seminar is a fast paced guide to expanding your sales into the U.S. Whether opening a store front with a U.S. address or partnering with a distribution centre for your ecommerce activity; our seasoned cross-border lawyers, accountants, customs brokers and logistics professionals will present options that will help you determine your import/export strategy and understand your responsibilities with state, local and federal government agencies and departments such as U.S. Customs and Border Protection, Secretary of State and U.S. Citizenship and Immigration Services.

DETERMINE:

- Optimal structure for your U.S. business presence
- Cost-effective distribution channels fit for your goods
- Responsibility for federal and state tax
- What is considered “working” in the U.S.

UNDERSTAND:

- Purchasing behaviour of U.S. consumers
- Canadian export requirements
- U.S. import compliance
- Resources available to you

SUBJECTS INCLUDE:

HOW TO SELL TO THE U.S. CONSUMER

Presented by: **UCanTrade**

Topics Covered:

- Overview of the U.S. market
- Marketing fundamentals
- Lessons and pitfalls

HOW TO WORK IN THE U.S.: SOLVING THE IMMIGRATION PUZZLE

Presented by: **Cascadia Cross-Border Law**

Topics Covered:

- Visitor for business overview: B-1 definition and permissible activities
- Beyond the scope of the B-1: U.S. activities requiring formal worth authorization
- Pitfalls to avoid

HOW TO MANAGE U.S. TAX EXPOSURE

Presented by: **Moss Adams LLP**

Topics Covered:

- U.S. income taxation of Canadian-based business arrangements
- Structuring a cross-border business for tax efficiency
- Planning for other U.S. taxes: state, sales, estate, etc.

HOW TO STRUCTURE YOUR BUSINESS PRESENCE

Presented by: **Law Offices of Gene Moses P.S.**

Topics Covered:

- Selecting your professional team of experts
- Legal entity structures available to Canadians
- Selecting your state of incorporation

HOW TO IMPORT YOUR GOODS INTO THE U.S.

Presented by: **Pacific Customs Brokers Inc.**

Topics Covered:

- Responsibilities of the non-resident importer (NRI)
- Required documentation
- Packaging and marking considerations

HOW TO DISTRIBUTE YOUR GOODS IN THE U.S.

Presented by: **UCanTrade**

Topics Covered:

- Warehousing, storage and distribution
- Transportations shipping
- Order processing fulfillment

NEXT DOING BUSINESS IN THE USA SEMINAR IS:

JUNE 9, 2016

BROUGHT TO YOU BY:



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The Doing Business in the USA seminar group consists of experts who have assisted international-owned companies successfully navigate the U.S. market. The group services all industry sectors.

CASCADIA CROSS-BORDER LAW

Cascadia Cross-Border Law provides results-oriented representation in U.S. immigration matters to clients worldwide. Based in Bellingham, Washington, the firm has associated offices in Anchorage, Alaska and Vancouver, British Columbia. Its attorneys possess extensive experience in all aspects of United States immigration, including: non-immigrant visas and work authorizations, employment-based immigrant visas, family-based immigrant visas, visa processing in the U.S. and consulates abroad, waivers, naturalization and acquisition of U.S. citizenship, and loss of U.S. citizenship.

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LAW OFFICES OF GENE MOSES P.S.

The Law Office of Gene R. Moses P.S. is a Bellingham, Washington cross-border law firm, licensed by the Washington State Bar Association and the Law Society of British Columbia as a Foreign Legal Consultant; which, for forty years has specialized in the structuring, formation and registration of U.S. legal entities. The law firm serves as legal counsel to 450+ cross-border corporations doing business in the U.S.

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- UNDERSTAND YOUR OPTIONS
- DETERMINE YOUR STRUCTURE
- EXPAND YOUR SALES



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