



# U.S. Session

# Global Markets: Tools for Transatlantic Trade

Wednesday, May 13

eHealth Week 2015, Riga, Latvia



# Agenda

- About the U.S. Commercial Service
- Case: Expanding your business in Europe
  - By Este Geraghty, Chief Medical Officer and Health Solutions Director, Esri
- About SelectUSA
  - By Kim Tuminaro, International Trade Officer, U.S. Department of State
- Case: Expanding your business in the United States
  - By Ileana Welte, President UK Division & Chief Marketing Officer, Big White Wall
- Panel Q&A



# About U.S. Commercial Service



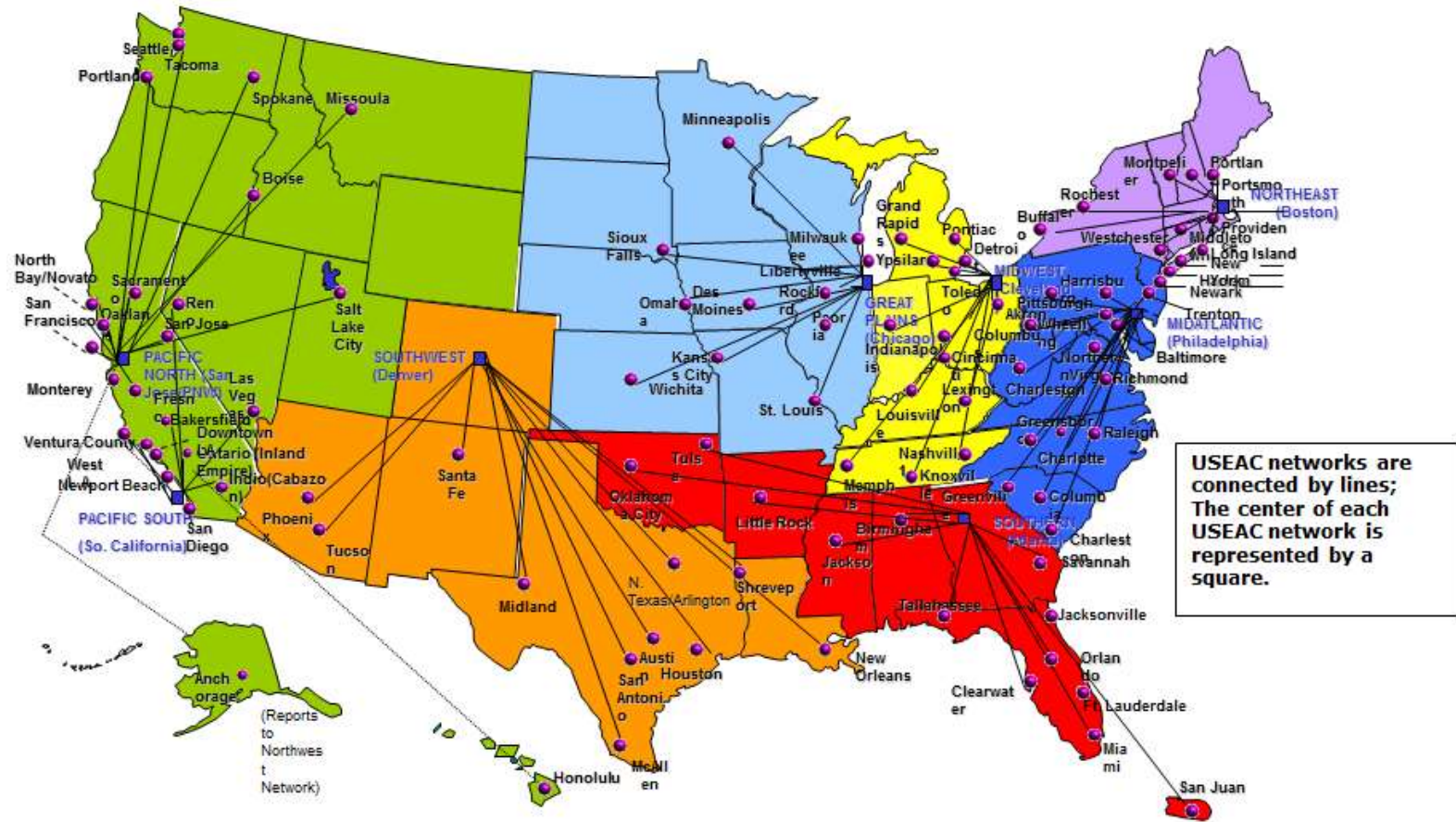
By Sabina Krøigaard, Team Leader Europe Health IT

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[www.export.gov](http://www.export.gov)



# Export Assistance Centers





# US – EU MoU on eHealth

[MoU](#)  
[Roadmap](#)



By Sabina Krøigaard, Team Leader Europe Health IT

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# Supporting U.S. companies

- Market research (Europe and country specific)
  - [www.export.gov](http://www.export.gov)
- Counseling on commercial opportunities in Europe
- Partner searches
- Events
- Trade delegations to Europe



# Supporting European health IT needs

- Trade leads / technology searches
- Matchmaking
- Networking Events
- Trade delegations to the U.S.



# Thank you



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