



Workshop on Market Access and Government Contracts

At the Embassy of Denmark, Washington DC, Tuesday 13 November from 9.00 am – 4.00 pm a workshop with experts from General Services Administration (GSA) will help your company acquire inside knowledge of how to optimize your export potential to American Government entities.

How?

The workshop will give a detailed description of public sector procurement through the schedules of GSA – **including 1-on-1 interaction between you and a sector specific expert.** It will focus on answering *your* questions on how to go forward with GSA schedules and give you the tools to leverage the schedule and avoid the pitfalls.

Participants and agenda:

At the workshop, GSA representatives will give a comprehensive introduction to GSA schedules, the pros and cons of qualifying for the schedules, the requirement for remaining on them and methods for leveraging the schedules.

- Director **Robin Bourne**, MAS Program Office, Office of Acquisition Management
- Program Analyst **Susan “Elaine” Sauer**, Office of Acquisition Management
- GSA Sector Specific Experts based on companies participating.

8.30 am – 9.00 am: Coffee and registration

9.00 am – 12.00 noon: Workshop with presentations by GSA

12.00 pm – 1.00 pm: Networking lunch

1.00 pm – 4.00 pm: 1-on-1 meetings

Fee:

Members of American-Danish Business Council – \$50, Non-Members – please contact us for more information.

RSVP before 1 November:

Please find attached a sign up form and return with details to rascle@um.dk.

Please note: An early response is required to ensure participation of the relevant expert in your sector.

For more information please contact:

Mary Paul Smith Jespersen, Executive Secretary of American-Danish Business Council
+1 (202) 797-5373, marjes@um.dk, usadk.org

Yours Sincerely

Ambassador Peter Taksøe-Jensen