



## Onboarding USA-Discovery Trip to the Southeast

May 26<sup>st</sup> – June 1<sup>st</sup>, 2024

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Join us for a **carefully designed mission to Atlanta, the Carolinas, and New York**, tailored for **companies considering expansion or growth in the American market over the next 6-18 months**.

Explore each region and gather **essential insights for your success in US** business expansion. We introduce you to **the local network & ecosystem, connecting you with industry leaders, service providers, legal experts, financial advisors and European companies** in the region.

Your journey begins with a **personalized 1-1 virtual intake meeting**, where your goals and vision take center stage. We're **committed to understanding your expectations** and making them a reality. We foster community and collaboration by bringing together **a diverse network of like-minded individuals** to share experiences, insights, and ideas, fostering a supportive business network.

**We handle and plan everything upfront**, including all meetings and events, as well as domestic flights, local transportation, hotels, and other operational aspects, so you can fully focus on the business part of the trip.

**Customize your journey** by extending your stay, booking additional meetings with clients, prospects, or service providers to make the most of your US visit.

**Ready to discover the American Southeast market with Onboarding USA?** Embark on a journey beyond business, gaining inspiration and cultivating a meaningful business network!

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## DAY 1: BRUSSELS - NEW YORK CITY, Sunday May 26<sup>th</sup>, 2024

We kick off our journey by boarding a direct flight from Brussels to NYC with Delta Airlines, arriving in the Big Apple around noon. After breezing through customs, we head straight to our centrally located hotel for check-in. You'll then have the remainder of the day to immerse yourself in the vibrant energy of New York City.

From iconic landmarks like Times Square and Central Park to hidden gems in every corner, the city offers endless opportunities for exploration and discovery. Whether you're drawn to world-class museums, diverse culinary delights, or simply soaking in the bustling atmosphere of the streets, there's something for everyone to enjoy in this iconic metropolis.

## DAY 2: NEW YORK CITY - ALANTA, Monday May 27<sup>th</sup>, 2024

We start our day bright and early with a visit to Flanders Investment and Trade. Here, we'll dig into the benefits and incentives for expanding your business into the USA, ensuring you're equipped with all the tools you need for your growth journey. From there, we head to the headquarters of a major Belgian bank in the city, where we'll get valuable insights into the financial side of doing business in America.

The rest of our day is packed with informative meetings. We'll begin by stopping by the local Belgian Chamber, followed by sessions with different service providers who'll help us understand key topics like visas, taxes, HR and recruitment rules.

As the day winds down, we leave New York and catch a late afternoon flight to Atlanta. After touch down, we'll check into our hotel and enjoy a light dinner. There is the opportunity to explore the lively atmosphere of Atlanta Midtown by foot and experience the vibrant energy and Southern charm of Atlanta as we kick off this thrilling part of our journey!



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## DAY 3: ALANTA – GREENVILLE, SC., Tuesday May 28<sup>th</sup>, 2024

Atlanta, Georgia, is a vibrant metropolis pulsating with Southern hospitality and urban energy. From its iconic skyline to its rich history, this city exudes a unique blend of tradition and innovation. Explore its diverse neighborhoods, indulge in its world-class cuisine, and immerse yourself in its thriving arts and entertainment scene. Atlanta is where culture thrives, creativity flourishes, and opportunities abound, making it an exciting destination for visitors from near and far.

Our day kicks off with a short ride from the hotel to Atlanta Downtown, where an exciting lineup of meetings awaits us at the Metro Atlanta Chamber HQ. Here, we'll engage with representatives from Flanders Investment & Trade, the Belgian Consulate in Atlanta, and the Belgian American Chamber of the South. Prepare to be amazed by the robust Belgian business presence and activity in the region.

After a refreshing light lunch, we'll delve into the firsthand experiences of Belgian companies that have already embarked on the US expansion journey. Gather around interactive round table conversations, exchange ideas, and glean valuable insights from their lessons learned.

But our journey doesn't end there. We'll hop back into our luxury van and make our way to the charming Greenville in South Carolina, nestled in the heart of the state's bustling business epicenter of automotive, manufacturing, and technology.

Upon arrival, we'll be greeted by the local economic development organization, where a delightful light dinner and drinks await us at the rooftop bar. As we check into our hotel, you'll have the opportunity to explore the picturesque downtown of Greenville on foot or savor a final drink at the Belgian bar Trappe Door. Get ready to be captivated by the unique charm and thriving business scene of Greenville!



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## DAY 4: GREENVILLE, SC – CHARLOTTE, NC., Wednesday May 29<sup>th</sup>, 2024

Greenville, South Carolina, is a charming Southern gem nestled amidst picturesque landscapes and bustling business districts. With its blend of natural beauty, thriving economy, and vibrant community, Greenville offers a perfect balance of small-town charm and big-city amenities.

After a hearty breakfast, we'll head to the HQ of Upstate SC Alliance for a comprehensive presentation on the region and its advantages. Drawing from the insights gathered during our intake meetings, they'll arrange guest speakers to address the specific topics, needs, or concerns you've highlighted.

Our next stop takes us to a manufacturing plant, a technology company or a university, depending on the availability and the outcome of all intake meetings. We'll make sure to make it a very interesting and exciting experience.

In the early afternoon, en route to Charlotte, we'll visit the Spark Center to connect with local Belgian companies that have chosen this region for their US operations. There's no better way to gain insights into the area than from those who've walked the same path before you. We'll also meet with the European American Chamber for afternoon coffee and a discussion on US-Europe collaboration, complete with valuable tips and insights.

As we journey to Charlotte, North Carolina in luxury cars, you'll have plenty of opportunities for in-car networking during the two-hour drive. Upon arrival, we'll be warmly welcomed by the Charlotte Regional Development organization with a reception and networking event.

After checking into our hotel, we'll venture into the vibrant city for dinner and drinks, immersing ourselves in the lively atmosphere of Charlotte. Get ready to experience firsthand the dynamic business scene and rich cultural offerings of this exciting city!



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## DAY 5: CHARLOTTE, NORTH CAROLINA, Thursday May 30<sup>th</sup>, 2024

We're greeted warmly at the HQ of the Charlotte Regional Development organization, nestled in the bustling heart of Charlotte. Here, you'll receive a comprehensive briefing on the wealth of business opportunities and advantages awaiting you in North Carolina for opening your first US office. Leveraging the insights gathered during our intake meetings, they'll curate guest speakers tailored to address the specific topics, needs, or concerns you've highlighted.

Our next destination brings us to a local law firm with a presence across the Southeast USA. You'll benefit from in-depth guidance on the potential legal implications of conducting business in the US, whether you're establishing a physical presence or operating remotely from Belgium. We'll dedicate ample time to interactive round table discussions before indulging in a delightful lunch to delve deeper into these crucial topics.

In the afternoon, we'll embark on an exciting excursion to a manufacturing plant, a technology company, a university, or other engaging sites, depending on availability and the outcomes of our intake meetings. Rest assured, we'll ensure this experience is both captivating and enriching.

As the day winds down, we conclude our journey with a networking dinner in Charlotte, graciously hosted by the local business community. Here, you'll have the opportunity to engage in one-on-one conversations with fascinating individuals over a delectable dinner and a glass of wine. We'll cap off the evening with a visit to a local rooftop bar, soaking in the enchanting skyline views and reflecting on the day's adventures.



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## DAY 6: CHARLOTTE, NC. – BRUSSELS, Friday May 31<sup>st</sup>, 2024

You have the freedom to make the most of your last morning in the city – whether it's exploring, shopping, tying up loose ends, or joining us for one final customer visit. The choice is entirely yours.

Charlotte, North Carolina, pulsates with Southern charm and modern energy. From its gleaming skyscrapers to its lush green spaces, this dynamic city is a hub of innovation and opportunity. Experience the thrill of its bustling streets, savor the flavors of its diverse culinary scene, and immerse yourself in its vibrant arts and culture. Charlotte is where tradition meets progress, creating an exhilarating atmosphere that captivates all who visit.

We'll reconvene at the hotel around noon and then head to the airport for our late afternoon flight from Charlotte to Belgium.

Our program offers flexibility for all participants, allowing you to arrive early or extend your stay. We take care of all the arrangements except for the international flights, giving you the flexibility to choose the best options for your specific itinerary.

## DAY 7: BRUSSELS, Saturday June 1<sup>st</sup>, 2024

Arrival at Brussels airport around 7.00am

