

## GERMAN DESK

Our German Desk serves as a gateway to the United States helping business clients navigate entry with practical advice and German-speaking counsel.

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In the world of globalization and connectivity, traditional "borders" are slowly disappearing and the global market is opening up more and more opportunities for international investment.

Transatlantic trade relations have always been a driving force for the European and US markets. The US is still the most important trading partner for the German and Austrian economies with unlimited possibilities for businesses looking to expand and grow.

The entry into and continued development of the US market for a European business does require an understanding of the cultural and legal differences between European and American mindsets and perspectives, which goes far beyond mere linguistic translation. The American legal system is fundamentally different from that in Europe.