



Online-Event

# INVITATION

September 12th 2022 3-4:30 pm

[Online-Registration](#)

Joint Webinar of **National Strategies**, **Gerber International** and **SPECTARIS** on September 12<sup>th</sup> 2022

## U.S. Economic Stimulus Opportunities for Companies in the field of photonics, medical devices and analytical and laboratory technologies



Your contact persons:

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SPECTARIS is proud to present a **90-minute free webinar** focused on stimulus funding packages in the U.S. and how member companies from the photonics, medical devices or analytical and laboratory technologies sectors can take advantage of these programs on Monday, **September 12th 3pm Central European Time (CET)**.

This webinar is intended for companies wanting to learn more about U.S. investments in infrastructure, healthcare, and environmental projects.

To help accelerate the recovery from the economic and health impacts of the COVID-19 pandemic, the U.S. Federal Government is providing trillions of dollars of stimulus funding. These funds will be distributed through two significant programs. The first, the American Rescue Plan Act (ARPA), is a \$1.9 trillion economic stimulus bill that includes billions in discretionary dollars. The second, the Infrastructure Investment and Jobs Act (IIJA), is the single largest investment by the Federal government in U.S. infrastructure, with \$1.2 trillion in funding.

This webinar will present both stimulus packages, the relevant areas of funding and spending goals, the direct economic impact, and provide recommendations for German companies selling to the United States market, including best practices

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German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern





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Registration closes on:  
9<sup>th</sup> September 2022

[Registration link](#)

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<https://www.spectaris.de/datenschutzinformationen/>

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related to the U.S. government procurement market and how to best achieve growth in this market.

We will be joined on the webinar by two expert consulting firms National Strategies (NSI) and Gerber International. NSI is a 26-year-old U.S. government consulting firm that helps both American and foreign companies successfully navigate the U.S. government market. Gerber International is offering Consulting and Advisory Services to private and public clients, focusing primarily on business and economic development in the United States and Germany.

Questions prior to the webinar can be submitted via the registration form or via e-mail to [aussenwirtschaft@spectaris.de](mailto:aussenwirtschaft@spectaris.de)

You would like to register?

<https://register.gotowebinar.com/register/715093099976507664>

## Topics include:

- Background on public procurement in the U.S.
- An overview of the U.S. stimulus packages in healthcare, infrastructure and environment
- Focus on opportunities in the stimulus packages in healthcare, infrastructure and environment
- Current challenges, trends and hot spots within the healthcare, infrastructure and environment markets, including which markets may provide the most opportunity for German companies
- Recommendations for selling to the government markets in the U.S.
- Special considerations for German companies, including potential barriers to market entry and success in market, such as Buy America







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## Our speakers

### **Al Gordon - Chief Executive Officer of NSI**

Since he founded the firm in 1996, Al has helped companies successfully navigate the complexities of legislative, regulatory, and procurement issues in the state and local government market. Under his leadership, NSI has helped generate over \$34 billion in new revenue, as well as executed dozens of successful legislative and regulatory programs, for its clients.

Key to NSI's success is Al's strategic approach to the government market. Al has a proven ability to transform clients' businesses based on an approach rooted in NSI's extensive network of subject matter experts and consultants across the country who serve as strategic partners and understand the dynamic state and local geopolitical landscape. This concept to better navigate a fragmented marketplace began with his career as a senior aide to former NY Governor Mario Cuomo. For more than seven years in that capacity, Al oversaw such areas as legislative and intergovernmental relations, which included serving as liaisons to local governments.

Al's extensive experience in NY State government and politics also included serving as the Chairman of the NY State Democratic Committee and running several statewide political campaigns. Al received his B.A. degree in Political Science and History from Clark University and a J.D. from Fordham School of Law.

### **Nils Gerber – Managing Director of Gerber International**

Founded in October 2019 by Nils Gerber, Gerber International is offering Consulting and Advisory Services to private and public clients, focusing primarily on business and economic development in the United States and Germany. Gerber International





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assists clients with any needs regarding developing their strategy to meet their goals and accomplish better results.

Since February 2020 Nils serves as a Senior Advisor for National Strategies in Germany. Having been in different roles in trade and investment promotion for two U.S. States (Georgia and West Virginia), Nils has a proven track record in business and economic development as well as strong communication and marketing skills combined with a legal background. Cross-cultural communication and deep knowledge of the transatlantic relationship, commonalities, and cultural differences between the United States, Germany, and Europe are among his core competencies.

Nils holds a Master's degree in European Law from the University of Hannover and interned for the permanent Mission of Germany to the United Nations in New York. For more than one year, Nils lived as an exchange student in Oslo, Norway, and travelled extensively throughout Scandinavia.

