

Event at the Campus Zukunft in Neuss

## Experts warn entrepreneurs against mistakes when entering the US market.

By Heribert Brinkmann

May 8, 2026 · 2:00 PM



David J. Nissen and Amy Chamoun came from Chicago to talk about the topic.

Photo: Heribert Brinkmann

**Neuss** · The USA has various taxes and tax systems. At a Chamber of Commerce event in Neuss, experts explained which mistakes German companies should absolutely avoid.

With over 330 million inhabitants and a gross domestic product of nearly 30 trillion dollars, the USA is not only the world's largest economy, but also a key market for German companies. These figures were discussed at an event held on Thursday evening at the Campus Zukunft of the Chamber of Industry and Commerce (IHK) of the Middle Lower Rhine region .

With an export volume of around €147 billion, the USA remains Germany's most important export market, it was stated. Companies from the region are also expected to benefit from this. Jürgen Steinmetz, CEO of the Chamber of Industry and Commerce (IHK), therefore supported an information event where auditors, tax advisors, and lawyers from the Neuss-based consulting firm "Kbht" spoke. They offered tips and advice for a successful market entry.

Around 30 business owners gathered. Among the guests was Axel Hebmüller, an entrepreneur from Kaarst, who opened a second production facility in the USA in 2018. He has since relocated his small branch from Delaware to Tennessee to benefit from better taxes and lower wages, as he explains. His company, Hebmüller Group, produces specialized valves for galleys and lavatories in aircraft.

Two guests from the USA also traveled to Neuss: David J. Nissen and Amy Chamoun from the business consulting firm Cherry Bekaert in [Chicago](#). They charmingly and humorously emphasized the importance of thorough preparation and expert advice. This is hardly surprising, given that there are approximately 35,000 different taxes in the USA. The federal structure of the United States results in 50 different tax systems, the two explained. [California](#), for example, is far more expensive than Tennessee. Adding to the tax complexity are a high liability risk and cultural differences in sales. Anyone wanting to succeed in the American market needs a local presence and staff who are rooted in the local community.

### These mistakes should be avoided

Moderator Jörg Raspe, responsible for international affairs at the Chamber of Industry and Commerce (IHK), succeeded on his second attempt in establishing a video connection with Markus Wirth from the German-American Chamber of Commerce. Wirth reported from [Detroit](#), six hours in the past. In his recent survey of German entrepreneurs in the American Midwest, the current political uncertainty was identified as the primary concern, followed by the issue of tariffs. Germans going to [Asia](#) immediately take the different culture into account. Many transatlanticists believe that everything is very similar in Western industrialized countries. But the US also differs from Germany in many respects in its economic culture.

Hebmüller had a similar experience. In a conversation with Martin Heyes, one of the managing directors of Kbht, Hebmüller shared his experiences during a fireside chat. He explained that the social market economy in Germany is quite different from the free market economy in the USA. Employees don't have employment contracts. They are paid weekly or bi-weekly, based on the number of hours they work. Those who want to leave work early don't get paid for the extra time. And employees can leave at any time – or be fired.

### Read also

Bergisches Städtedreieck

**The Chamber of Industry and Commerce paints a bleak picture of the local economy.**



US foreign policy

**Trump's spotlight politics demand a European counterweight.**



He advises anyone considering investing in the USA to choose the location wisely, check the local situation, and prepare everything thoroughly. Other German or European entrepreneurs already active in the USA can also be helpful. Hebmüller finds such informal meetings very useful and effective: this way, one can learn from the experiences of others and avoid mistakes.

(brh sku)