

Brian Eftink to Present at 2024 Meritas Annual Global Meeting

Brian Eftink will present at the [2024 Meritas Annual Global Meeting](#) on Thursday, May 9, 2024. His presentation, “Activating the Assembly Line: Considerations for Manufacturers Setting Up and Doing Business in New Markets,” will discuss complexities and considerations for foreign manufacturers operating in the U.S., including differences in common versus civil law, construction practices, due diligence, and offsetting investment costs through the negotiation of incentives.

In addition, he will moderate a panel discussing the high-level issues that manufacturers must consider when opening and operating plants around the world. Panelists will share their perspective on issues relating to their region and collectively examine significant differences that manufacturers face when doing business in unfamiliar territory.

This in-person meeting will take place at [The Westin Charlotte](#). Visit the [Meritas Annual Meeting page](#) for more information regarding the agenda, speakers, hotel, and registration.

Brian is a shareholder with an innate business perspective that allows him to assist each client from their point of view. His vast experience in negotiating and drafting financial structures and agreements for businesses, coupled with his background in corporate matters, regulatory investigations, and various legal areas, provides him with a deep understanding of the importance of well-crafted contracts and innovative business solutions. Brian’s clients seek his counsel for his thorough understanding of the internal corporate environment and his sensitivity to each client’s perspective. For more information, visit [Brian’s bio](#).