

U.S. Commercial Service Global Business Forum

# DISCOVER

*New opportunities. New connections.*

# 2012

September 24–26 | Atlantic City, NJ

## Trump Taj Mahal Hotel Atlantic City, New Jersey

### Monday, September 24

3:00 pm – 5:00 pm

**Early Registration**

**Commercial Diplomat Appointment Program**

*Location: Platinum Room*

6:30 pm – 8:30 pm

**Kick-Off Reception**

Hosted by the U.S.–U.A.E. Business Council and the National U.S.–Arab Chamber of Commerce

*Location: Tiara B Ballroom*

### Tuesday, September 25

7:30 am

**Registration and Continental Breakfast**

**Marketing Partner Networking**

*Location: Grand Ballroom A Exhibit Foyer*

8:30 am

**Welcome**

*Margaret Gatti*, Chair – Mid-Atlantic District Export Council

*Joseph Hanley*, Director, Mid-Atlantic Region, U.S. Commercial Service

*Location: Grand Ballroom A*

9:00 am

**Taking the Temperature of the Middle East: Part I**

*Despite its volatile reputation, the Middle East presents enormous potential for exporters. The United States is the top exporter to several countries in this region, including Egypt, Kuwait, and Saudi Arabia. Learn about the opportunities and challenges of doing business in this part of the world.*

Moderator: *Simin Yazdgerdi Curtis*, President & CEO, American Middle East Institute

*David Hamod*, President and CEO, National U.S.—Arab Chamber of Commerce

*Dan Butler*, Commercial Affairs Officer, U.S. Embassy, Bagdad, Iraq

*Serdar Cetinkaya*, Senior Commercial Specialist, U.S. Embassy, Ankara, Turkey

9:45 am

**Taking the Temperature of the Middle East: Part II**

*The seven emirates of the U.A.E. comprise one of the world's wealthiest nations. With a \$300 billion a year economy and excellent infrastructure, learn why the U.A.E. should be your gateway to the region.*

Moderator: *Robert Bannerman*, Principal Commercial Officer, U.S. Consulate, Dubai, U.A.E.

*Danny Sebright*, President, U.S.—U.A.E. Business Council

*U.A.E. Delegates*

10:45 am

**Break**

*Location: Grand Ballroom Exhibit Foyer*

11:15 am

**Remaining a Player in the Rapidly Changing EU Environment**

*Recent economic woes in several EU countries have threatened to generate a global economic downturn. Yet, the EU remains the United States' largest trading partner with exports to the EU totaling \$270 billion last year. Where should the EU rank on your scale of export destinations? And what lies ahead?*

Moderator: *Michael Ford*, BDP International

*David McNeill*, Senior Commercial Officer, U.S. Embassy, Athens, Greece

*Serdar Cetinkaya*, Senior Commercial Specialist, U.S. Embassy, Ankara, Turkey

*Scott Blacklin*, Principal, Blacklin & Associates

*Al Basilicato*, President & CEO, Numonics Corporation

12:30 pm

**Networking Lunch**

**Keynote Presentation**

*The Honorable Kim Guadagno*, Lieutenant Governor, State of New Jersey

*Location: Grand Ballroom B*

2:00 pm

**The Americas: Today and the Future—Part I**

*Canada and Mexico are the United States' first and third largest trading partners, respectively, and part of the North American Free Trade Agreement (NAFTA). The more recent Central America Free Trade Agreement (CAFTA) has generated dramatic increases in bilateral trade between the United States and markets in the region. What has changed since these FTAs were enacted and what's in store for the future?*

Moderator: *Americo (Mack) Tadeu*, Deputy Director, Advocacy Center, U.S. Department of Commerce

*Richard Steffens*, Minister Counselor, U.S. Embassy, Ottawa, Canada

*Steve Alley*, Deputy Senior Commercial Officer, U.S. Embassy, Mexico City, Mexico

*Kelly Raia*, Vice President and Associate Partner, American River

*Blair Woodring*, Business Development Manager, Custom Alloy Inc.

3:15 pm

**Break**

*Location: Grand Ballroom Exhibit Foyer*

**3:45 pm**

**The Americas: Today and the Future—Part II**

*U.S. exports to Colombia, Panama, Peru, Chile and Brazil totaled \$73 billion in 2011. A Free Trade Agreement (FTA) has been implemented with Colombia and is pending implementation with Panama. Bilateral trade with Brazil, the world's seventh largest economy, continues to expand. And don't forget about the upcoming summer Olympic games. Can you afford not to be doing business in this part of the world?*

Moderator: *Eddy Mayen*, Director, International Business Development and Protocol, New Jersey Business Action Center

*Nicole DeSilvis*, Commercial Attaché, U.S. Embassy, Bogotá, Colombia

*Daniel Crocker*, Senior Commercial Officer, U.S. Embassy, Panama

City, Panama

*Mike Allocca*, President, Alloca Enterprises Inc.

*Pablo Bentes*, Director of International Trade & Investment, Steptoe & Johnson LLP

**9:00 am - 5:00 pm**

**Commercial Officer and Business to Business Appointment**

**Program Running Concurrently**

**Location: Grand Ballroom C**

**5:00 pm**

**Adjourn**

**6:00 pm - 7:30 pm**

**Networking Reception**

**Location: Grand Ballroom Exhibit Foyer**

**Wednesday, September 26**

**7:30 am**

**Continental Breakfast**

**Networking with Marketing Partners**

**Location: Grand Ballroom Exhibit Foyer**

**8:00 am**

**Welcome**

*Antwaun Griffin*, Deputy Assistant Secretary, Office of Domestic Operations, U.S. Commercial Service

**Keynote Presentation**

*Francisco Sanchez*, Under Secretary for International Trade, U.S. Department of Commerce

**Location: Grand Ballroom A**

**8:40 am**

**Export Compliance—What You Don't Know Will Cost You!**

*You've located an excellent export destination and have found the perfect trading partner. You're all set to go. Or are you? As an exporter, you are obligated to comply with foreign market export requirements and regulations. This discussion will provide you with the tools and information you need to comply with export regulations.*

Moderator: *Tim Rolland*, Corporate Director, Export Compliance, Goodrich Corporation

*Margaret Gatti*, Esquire, Morgan Lewis

*Michael Ford*, Vice President, Regulatory Compliance and Quality, BDP International Inc.

*Alex Lopes*, Director, Bureau of Industry and Security, U.S. Department of Commerce

**9:45 am**

**Diamonds in the Rough: Uncover Hidden Opportunities in Africa Before the Competition**

*Learn about the opportunities in this burgeoning but often overlooked market. From the Cape of Good Hope to Morocco (a Free Trade Agreement partner) to Kenya, exporters throughout the world are discovering this hidden gem.*

Moderator: *William Fanjoy*, Director, Virginia/DC U.S. Export Assistance Center

*Jim Wilson*, Senior Coordinator for Trade Promotion, Bureau of African Affairs, U.S. Department of State

*Stephen Morrison*, Former Senior Commercial Officer, Dakar, Senegal

*Phil English*, Co-Chair, Government Relations Group, Arent Fox, LLP

*Cherod Webber*, CEO, Innovative Global Supply, LLC

**10:30 am**

**Break**

**Location: Grand Ballroom Exhibitor Foyer**

**11:00 am**

**What's Next Across Asia?**

*With FTAs in Singapore and Korea, and a third of the United States' top 15 export destinations located in Asia, this is a discussion you won't want to miss. Collectively, Asia comprises an enormous trade market for U.S. exporters; yet, best sectors and business practices can vary dramatically from country to country.*

Moderator: *Patrick Santillo*, Regional Director for East Asia and the Pacific, U.S. Embassy, Singapore

*Helen Peterson*, Former Commercial Officer, U.S. Embassy, Tokyo, Japan

*Greg O'Connor*, Commercial Officer, U.S. Embassy, Delhi, India

*Bill Adams*, Senior International Economist, PNC Financial Services Group

*Joshua Pierce*, Korea Desk Officer, U.S. Department of Commerce

**12:30 pm**

**Networking Lunch**

**Keynote Presentation**

*Andrew Quinn*, Special Advisor and Deputy Chief Negotiator for the Trans-Pacific Partnership (TPP), Office of the United States Trade Representative

**Location: Grand Ballroom B**

**AFTERNOON "ASK THE EXPERT" WORKSHOPS**

**2:00 pm**

**Export Finance: Improve Competitiveness and Minimize Risk**

*Toni Corsini*, Small Business Administration

*Tom Cummings*, Export Import Bank

*Don Gallion*, President, Global Trade Connections/West Virginia DEC

*Michael Filchock*, Director, Global Trade Solutions, SunTrust Banks/Virginia and DC DEC

**Location: Gold Room**

**More Clicks, More Sales: Optimizing Your Website For International Success**

*Myriam Siftar*, President, MTM LinguaSoft/Mid-Atlantic DEC

*Laszlo Horvath*, President, ActiveMedia/Virginia and DC DEC

**Location: Silver Room**

**Utilizing New Tariff Tool to Determine Your Product's Treatment Under Each Free Trade Agreement**

*Natalie Soroka*, Economist, U.S. Department of Commerce

*Mike Allocca*, President, Allocca Enterprises Inc./South Carolina DEC

*Amanda Barlow*, Director, Carnet and Trade Services Department, United States Council for International Business

**Location: Bronze Room**

**3:00 pm**

**Export Finance: Improve Competitiveness and Minimize Risk**

*Toni Corsini*, Small Business Administration

*Tom Cummings*, Export Import Bank

*Joseph Zecardi*, Vice President, PNC Bank/Mid-Atlantic DEC

**Location: Gold Room**

**More Clicks, More Sales: Optimizing Your Website For International Success**

*Myriam Siftar*, President, MTM LinguaSoft/Mid-Atlantic DEC

*Laszlo Horvath*, President, ActiveMedia/Virginia and DC DEC

**Location: Silver Room**

**Reduce Your Federal Taxes on Direct and Indirect Exports**

*John Huddle*, CEO, The Global Law Group, PLC/Virginia and DC DEC

**Location: Bronze Room**

**9:00 am - 4:00 pm**

**Commercial Officer and Business to Business Appointment Program Running Concurrently**

**Location: Grand Ballroom C**

**4:00 pm**

**Program Concludes**