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**Updated August 27, 2014 –Please check this page regularly as program is subject to change.*

Draft Schedule of Activities

DISCOVER GLOBAL MARKETS: Free Trade Agreement Countries

Westin Book Cadillac Hotel; Detroit, MI

Concurrent Pre-scheduled one-on-one meetings with U.S. Commercial Diplomats

Esquire and Jefferson Rooms, 3rd floor

Monday, September 8

3:00-5:00PM Pre-Registration

Tuesday, September 9

7:30AM Registration and continental breakfast; networking with exhibitors

8:30AM **Welcome Plenary Session**

Location: Woodward Ballroom

Speakers: **Mike Miller**, Director, Great Lakes Region, U.S. Commercial Service, U.S. Department of Commerce, Cleveland, OH

Terry Kalley, Chair, East Michigan District Export Council (DEC), Waterford, MI

Judy Rising Reinke, Deputy Director General of the U.S. Commercial Service, U.S. Department of

Commerce, Washington D.C.

James V. Jackson, Senior Congressional Liaison, Office of U.S. Representative Gary Peters, 14th District, Michigan

9:00AM

Plenary Session

Leveraging Free Trade Agreements: Opportunities and Challenges

Moderator:

Alan Deardorff, Associate Dean, Gerald R. Ford School of Public Policy, University of Michigan, Ann Arbor, MI

Speakers:

Lynn Fischer Fox, Deputy Assistant Secretary for Policy and Negotiations, Enforcement and Compliance, U.S. Department of Commerce, Washington D.C.

Romaine Sequin, President, UPS Americas Region

10:00AM

Break and Networking with Exhibitors

10:30AM

Concurrent Sessions

Session I

The Basics of Qualifying for Free Trade Agreements

Speakers:

Dusan Marinkovic, Senior International Trade Specialist, Indiana Export Assistance Center, U.S. Commercial Service, U.S. Department of Commerce (Certified International Professional and Certified Global Business Professional), Indianapolis, IN

Mike Allocca, Allocca Enterprises, York, SC

This is intended to be a 101 session that will outline the benefits and basics of the various free trade agreements, including the types of FTAs. Participants will learn how to identify a product's specific rule of origin to determine preferential tariff treatment.

Session II

Export Opportunities and Challenges in the Dominican Republic and CAFTA Countries

Speakers:

Abby Daniell, Head of Section, U.S. Embassy, San Jose, Costa Rica

Rossana Lobo, Acting Head of Section, U.S. Embassy, Tegucigalpa, Honduras

Aileen Nandi, Regional Senior Commercial Officer for Central America, San Salvador, El Salvador

Rafael A. Patiño, Commercial Officer, U.S. Embassy, Santo Domingo, Dominican Republic

Reed Vordenberg, President, Agri-Organic, LLC, Bloomfield Township, MI

The CAFTA-DR consists of Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua and is the third largest market for U.S. exporters after Mexico and

Brazil. Learn how to take advantage of CAFTA-DR's plan to free tariffs from all qualifying U.S. consumer and industrial goods by 2015.

Session III **Export Opportunities and Challenges in Colombia**

Speakers: **Jeff Hamilton**, Commercial Officer, U.S. Embassy, Bogota, Colombia

Frank Buck, Strategic Business Development Manager, South America, Kee Safety, Inc., Buffalo, NY

Since the implementation of the U.S.-Colombia Free Trade Agreement (FTA) on May 15, 2012, U.S. exports to Colombia have increased nearly twenty percent. Colombia is the only country in South America with two coasts (Pacific and Caribbean), which provides tactical shipping advantages in today's global economy. Aided by major security improvements, steady economic growth, and moderate inflation, Colombia has become a free market economy with major commercial and investment ties to the U.S., Europe, Asia, and the rest of Latin America.

12:00PM **Keynote Luncheon**

Location: Woodward Ballroom

Speaker: **Stefan M. Selig**, Under Secretary of Commerce for International Trade, U.S. Department of Commerce, Washington, D.C.

1:30PM **Concurrent Sessions**

Session I **Qualifying for FTAs and Creating an FTA Compliance Program (Advanced)**

Speakers: **Susan Whitney**, Director, Cleveland Export Assistance Center, U.S. Commercial Service, U.S. Department of Commerce (Passed the U.S. Customs Broker Examination) , Cleveland, OH;

Michelle O'Connor, Global Compliance Director, The Lubrizol Corporation, Wickliffe, OH

Companies participating in this session should have knowledge of HS classification and substantial product transformation, build-up and build-down, (The Basics of Qualifying for FTAs). This workshop will focus on business analysis to determine if the preferential duty is sufficient enough to outweigh the internal controls necessary to survive an audit from a FTA country. Lubrizol, a large U.S. company, will share its experience of FTA audits and the internal controls required to respond to them.

Session II

Export Opportunities and Challenges in the NAFTA Region

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

Sean Kelley, Deputy Senior Commercial Officer, U.S. Embassy, Ottawa, Canada

Paul Fudacz, Senior Attorney, Braumiller Law Group, Maumee, OH

Elena Stegemann, Director of International Business, Nustep, Inc., Ann Arbor, MI

This session will explore export opportunities in the NAFTA Region as a result of the FTAs, as well as remaining challenges, including non-tariff barriers or other hurdles that U.S. exporters continue to face. Speakers will highlight market entry strategies and best prospects for U.S. exporters as well as strategies for coping with any remaining obstacles. The session will also review high level compliance requirements that exporters face under the NAFTA.

Session III

Export Opportunities and Challenges in Panama

Speakers: **John Coronado**, Senior Commercial Officer, U.S. Embassy, Panama City, Panama

The U.S. is Panama's most important trading partner, with about 30% of the import market, and U.S. products enjoy a high degree of acceptance in Panama. The Trade Promotion Agreement (TPA) between the U.S. and Panama that went into effect in October 2012 will continue to offer U.S. made goods a competitive advantage. For 87% of U.S.- made goods, tariffs dropped to 0% immediately. However, Panama's average tariff on goods is only 7% and in several key sectors – sales of consumables to the Government for the Canal expansion and other infrastructure projects, automobiles, and goods for use in hotels – duties are either 0% or are waived.

Julie Anglin, Panama and Colombia Desk Officer, Global Markets, U.S. Department of Commerce, Washington, DC

3:00PM

Break and Networking with Exhibitors Keynote

3:30PM-5:00PM

Concurrent Sessions

Session I

Export Opportunities and Challenges in South Korea

Speakers: **Maria Galindo**, Commercial Officer, U.S. Embassy, Seoul, South Korea

Dan Malone, Vice Chair, Asia Practice and Director, Korean Client Relations, Butzel Long, Bloomfield Hills, MI

The U.S.-Korea Trade Agreement is the United States' most commercially significant free trade agreement in almost two decades. The U.S. International Trade Commission estimates that the reduction of Korean tariffs and tariff-rate quotas on goods alone will add \$10-12 billion to annual U.S. Gross Domestic Product and around \$10 billion to annual merchandise exports to

Korea.

Session II **Export Opportunities and Challenges in Singapore**

Speakers: **Darrel Ching**, Deputy Senior Commercial Officer, U.S. Embassy, Singapore

Brad Templeman, Chief Executive Officer, Roll-Rite, LLC, Alger, MI

During the first 10 years of the U.S. Singapore Free Trade Agreement, which came into effect on January 1, 2004, two-way trade has increased 53% and U.S. exports by nearly 85.4%. Singapore is one of the best markets in Asia for U.S. companies hoping to expand their market penetration throughout Asia. With a U.S. style of business, strong intellectual property protection, a small, easy to navigate market, an English-speaking society, and virtually no corruption, Singapore is a great regional trading hub.

Session III **Protecting Your Intellectual Property Rights as You Expand Into Global Markets**

Speakers: **Robyn Lederman**, Attorney, Brooks Kushman, Detroit, MI

Mary Squyres, Attorney, Brinks, Gilson & Lione, Chicago, IL

Learn about new risks and new precautions to take to protect your time and investment as you export overseas. Speakers will discuss how FTAs work within different regulating authorities of intellectual property to protect your intellectual property rights.

5:00PM-7:30PM **Networking Reception**

Remarks: **Thomas McGinty**, National Director, U.S. Operations, U.S. Commercial Service, U.S. Department of Commerce

Douglas George, Canadian Consul General, Detroit, MI

Juan Manuel Solana Morales, Mexican Consul General, Detroit, MI

Wednesday, September 10

7:30AM **Continental Breakfast and Networking with Exhibitors**

8:30AM **Welcoming Remarks**

Location: Woodward Ballroom

Antwaun Griffin, Deputy Assistant Secretary for Domestic Operations , U.S. Commercial Service, U.S. Department of Commerce

9:00AM

Plenary Session

Making the Most of FTAs for the Automotive Sector

Location: Woodward Ballroom

Moderator:

Bernard Swiecki, Senior Project Manager, Sustainability and Economic Development Strategies, Center for Automotive Research (CAR), Ann Arbor, MI

Speakers:

Andres Castrillon, Senior Counsel International Affairs, Auto Care Association, Bethesda, MD

Mustafa Mohatarem, Chief Economist, General Motors, Detroit, MI

Alexander Perkins, Senior Manager, International Government Affairs, Chrysler Group LLC, Washington, D.C.

Michael Sheridan, Director, Global Trade Strategy and Policy, Ford Motor Company, Washington, D.C.

Panelists will discuss the ways in which they have taken advantage of the FTAs in various markets, including progress they have made as well as challenges, such as non-tariff barriers, that they continue to face and how they are coping with them. Speakers will also provide an update on the Asia Pacific Cooperation (APEC) Forum’s Automotive Dialogue, as well as what the automotive industry would like to see come out of the ongoing negotiations related to the Transatlantic Trade and Investment Partnership (TTIP) and the Trans-Pacific Partnership (TPP).

10:30AM

Break and Networking with Exhibitors

11:00AM

Concurrent Sessions

Session I

Export Opportunities and Challenges in the Middle East and North Africa (MENA): Bahrain, Israel, Jordan, Morocco

Speakers:

Maria Andrews, Senior Commercial Officer, U.S. Embassy, Tel Aviv, Israel

Geoffrey Bogart, Senior Commercial Officer, U.S. Embassy, Amman, Jordan

Kenza El-Amrani, Commercial Assistant, U.S. Consulate, Casablanca, Morocco

Nathan Regan, United States Country Manager for the Bahrain Economic Development Board, Bahrain Embassy, Washington D.C.

John D. Wortman, VP of Market Development, Detroit Radiant Products Co. | Re-Verber-Ray Warren, MI

North Africa and the Middle East provide exciting new markets for U.S. exporters. Bahrain, Israel, Jordan, and Morocco were some of the first countries to establish FTAs in the MENA Region and continue to encourage economic development, accountable governance, and enhanced economic prospects for its citizens. Speakers will highlight entry strategies and discuss possible risks and potential rewards for U.S. exporters.

Session II International Trade Finance Resources

Speakers: **John O’Gara**, Regional Manager, Office of International Trade, U.S. Small Business Administration, Detroit, MI

Jan Blaho, Director of Supply Chain Finance, Export-Import Bank of the United States, Chicago, IL

Gayle Jacobs, Partner, International Risk Consultants

Session III Export Opportunities and Challenges in Chile

Speakers: **Mary Lou Lathrop**, Commercial Specialist, U.S. Embassy, Santiago, Chile

Yannick Greiner, Director of International/OEM Sales, Rugged Liner, Inc., Owosso, MI

As the United States-Chile Free Trade Agreement (FTA) concludes its ninth year, trade in products and services continues to be a resounding success. As of January 1, 2004, duties were reduced to zero on 90 percent of U.S. exports to Chile with all remaining tariffs to be phased out by 2015.

12:30PM **Keynote Luncheon**

Location: Woodward Ballroom

Speaker: **Michael Berger**, Senior Vice President, Head of International Sales, DHL Express

2:00PM **Concurrent Sessions**

Session I Traveling to Canada for Work: The Rules and Regulations

Speakers: **Tamara Allard**, District Director for Ambassador Bridge Operation, Canada Border Services Agency

Session II ***Export Opportunities and Challenges in Australia***

Speakers: ***Joe Kaesshaefer***, Senior Commercial Officer, U.S. Consulate, Sydney, Australia

The Australia-U.S. Free Trade Agreement (AUSFTA) came into effect in 2005 and lowered barriers for bilateral goods and services trade, which has increased by 81% to US\$ 64 billion in 2012. Over this period, U.S. goods exports to Australia grew 98.5% to \$30.8 billion and the trade surplus expanded by 160% from US\$ 8.1 billion to US\$ 21.1 billion in 2011. Australia is the tenth largest investor in the United States.

Rhonda Fackert, Co-Owner/General Manager, Littlite LLC

Session III ***Export Opportunities and Challenges in Peru***

Speakers: ***Ricardo Pelaez***, Senior Commercial Officer, U.S. Embassy, Lima, Peru

The Peruvian Government has encouraged integration with the global economy by signing a number of free trade agreements, including the U.S.-Peru Trade Promotion Agreement (PTPA), which entered into force in 2009. In 2012, the United States was the second largest destination for Peruvian exports, receiving 13.4%, and the main supplier of goods to Peru with 18.9% market share. Peru has preferential trade agreements with 49 countries and unions including the U.S., Colombia, Canada, Chile, Mexico, Singapore, South Korea, and Panama.

3:30PM **Break and Networking with Exhibitors**

3:45PM **Utilizing Trade Shows to Market Your Products in FTA Countries**

Speaker: ***Kelley Brady***, Export Development Manager, Reed Exhibitions

Curt E. H. Wilson, President/CEO/Co-Founder/Co-Owner, Boomerang ATA Carnet, Barrington, IL

5:00 PM **Conference Adjourns**

Thank you for joining us!