

Topic*	Description*	Date (yyyy-mm-dd)*	Start Time (hh:mm)*	End Time (hh:mm)*	Location
CGBP Exam Prep Boot Camp (pre-registration and additional fees required)	This two-day intensive overview will highlight the base of knowledge from which the CGBP exam is drawn. A half day will be spent on each domain. A student with little international trade background should not expect the boot camp to teach all the material one should know for the exam. Rather, the boot camp will allow students to gain exposure to the breadth of material covered by the exam and help candidates identify their areas of strength and the areas in which they need to study further.	2016-04-04	08:30:00	17:00:00	Heritage
CGBP Exam Prep Boot Camp-Day 2	This two-day intensive overview will highlight the base of knowledge from which the CGBP exam is drawn. A half day will be spent on each domain. A student with little international trade background should not expect the boot camp to teach all the material one should know for the exam. Rather, the boot camp will allow students to gain exposure to the breadth of material covered by the exam and help candidates identify their areas of strength and the areas in which they need to study further.	2016-04-05	08:30:00	17:00:00	Heritage
Conference Registration	Attendees should check in at the registration desk to obtain conference credentials prior to attending any conference programs or events.	2016-04-06	08:00:00	17:00:00	Coatroom
Board of Governors Meeting	8:30 a.m. Breakfast 9:00 a.m.NASBITE International Board of Governors Spring Meeting	2016-04-06	08:30:00	17:00:00	Rose Room 1
Introduction to HTS/Schedule B Classification	As many of you know, classification is the hardest part of importing/exporting. How do you know that the classifications used by your customs broker or freight forwarder are up-to-date? When was the last time you received training on classification? Relying on a customs broker or freight forwarder without input from the importer/exporter is not using due diligence or reasonable care. How can you prove to customs that you used due diligence and reasonable care when determining your classifications? You will have these questions and more answered during the training. This program will help you begin to understand how to use the Harmonized Tariff System for imports and the Schedule B listing for exports. We will review the six General Rules of Interpretation (GRI) used to classify every product. We will go through instructor and CBP-based sample classifications using each GRI. We will use the CROSS system to show how CBP reviews binding ruling requests and what that means for your products. After the training, you will know where to go for help and what to focus on when beginning to look at your own products. Many companies are unnecessarily exposing themselves by not regularly reviewing or understanding their own classifications. Importers and exporters are required to use reasonable care and due diligence in determining accurate classifications. Why not learn how to begin that process and keep your company in compliance?	2016-04-06	09:00:00	12:00:00	Ballroom A
Understanding, Complying with, and Benefiting from U.S. Free Trade Agreements	The United States is experiencing trade growth and regulatory changes with regards to Free Trade and Tariff Preferences Programs. The number of U.S. Free Trade Agreements (FTAs) continues to grow. The pending Trans-Pacific Partnership (TPP) will add many new markets to the scope of U.S. FTAs. Without a thorough knowledge of these programs a company can encounter delays, lost opportunities, and additional expenses due to compliance issues. Using NAFTA to create a working model, this program will help you understand and comply with all FTAs. How You Will Benefit Increase the competitiveness of your product by lowering the cost to your foreign customers Gain an understanding of all existing Free Trade Agreements and Tariff Preference Programs Learn how to determine the correct FTA preference criteria for your products Gather pointers on how to begin to prepare for TPP Understand how to establish the correct country foreign marking Navigate with ease through source materials such as Annex 401 Correctly prepare FTA Certificates of Origin for all eligible exports Understand and comply with all recordkeeping requirements Learn how to receive preferential duty treatment for your exports under FTA Employ regional value content to determine eligibility when RVC is an option Designate intermediate materials when employing RVC to assist in determining eligibility Who Should Attend This seminar will provide participants with a solid understanding of the principles of the various U.S. Trade Agreements and the ability to establish an effective compliance program. Import/Export Managers, Supervisors, and Coordinators Trade Compliance Managers International Planners and Purchasing Agents Legal/Contract Administrators International Traffic and Logistics Managers, Supervisors, and Coordinators Senior Administrative, Operational, and Finance Executives Sales Marketing Supervisors and Managers	2016-04-06	13:00:00	16:00:00	Ballroom A
Presenter Orientation	Presenters are invited to attend this brief information session to learn more about room locations and equipment and to have any questions about their presentations answered.	2016-04-06	17:45:00	18:15:00	Vanderbilt
First Timers' Orientation	First timers are welcome to attend this brief session to help orient them and to provide general information on how to get the most out of their NASBITE International conference experience.	2016-04-06	18:00:00	18:30:00	Ballroom C
Case Competition Team Briefing	Case competition teams ONLY are required to attend this brief session.	2016-04-06	18:00:00	18:30:00	Ballroom D
Opening Reception	All conference attendees are welcome and encouraged to attend the opening reception.	2016-04-06	18:30:00	20:30:00	Rose Island 2
Conference Registration	Attendees should check in at the registration desk to obtain conference credentials prior to attending any conference programs or events.	2016-04-07	07:00:00	16:00:00	Coatroom
Breakfast and Networking	Enjoy breakfast and networking with colleagues.	2016-04-07	07:30:00	08:15:00	Brenton Hall

Keynote Speaker: Christopher Ciunci	<p>An entrepreneur with 20+ years of marketing experience, Chris Ciunci is the Founder and Managing Partner of TribalVision, an outsourced marketing department for hire with offices in Boston and Providence. Motivated by his frustration with the conflict of interests inherent in the traditional marketing model, in 2010 Chris founded TribalVision - a forward thinking alternative to the traditional advertising agency model. Chris oversees TribalVision's strategy, marketing and thought leadership initiatives. In addition, Chris works closely with clients, partners, and team members to develop comprehensive marketing strategies for organizations looking to achieve dramatic top-line growth.</p> <p>The author of Market Smarter, Chris has also built a reputation as a marketing thought leader in the New England business community. Chris holds a bachelor's degree from Swarthmore College and an MBA with a marketing concentration from the Yale School of Management. An active member of the Rhode Island business community, Chris was recently recognized by the Small Business Association (SBA) as the 2015 Rhode Island Small Business Person of the Year. Chris also is a "40 Under Forty" Providence Business News recipient.</p>	2016-04-07	08:15:00	09:15:00	Brenton Hall
Introduction to Importing into the United States	This presentation will give participants an overview of the import process step by step. It will include harmonized codes, country of origin, assists, documentation, fees, importer security filing, and so on. The workshop will also include an online diagnostic tool for determining your readiness to import.	2016-04-07	09:30:00	10:45:00	Ballroom A
A Crash Course in Trade Finance	Need an update on trade finance? Whether you are a CGBP or are prepping for the exam, trade finance seems to be a particularly challenging area for many to demonstrate competency or to explain to others, whether clients or students. This session will overview the range of trade finance functions required for global business and offer tips and techniques for explaining these functions in counseling clients or doing presentations.	2016-04-07	09:30:00	10:45:00	Ballroom B
Why Studying Abroad Is Essential in International Business	Studying abroad can enhance a student's entry into the real world of work. Employers often look for a study abroad experience that has helped a future employee develop self-reliance and cross-cultural understanding. This presentation will provide tips for educators to create study abroad experiences and will emphasize the importance of studying abroad in building a business career.	2016-04-07	09:30:00	10:45:00	Ballroom C
Trans-Pacific Partnership (TPP): Challenges and Opportunities for American Businesses	The Trans-Pacific Partnership (TPP) is a 12 nation trade deal that would link 40% of the world's economy, including the United States, Japan, Australia, Canada, and Mexico. Last summer, both the U.S. Senate and the House of Representatives authorized bills to give "fast-track" congressional approval to President Obama for trade negotiations involving the TPP. The draft trade agreement among the member nations was reached on October 5, 2015, after seven years of negotiations. The full text of the TPP agreement, which includes 30 chapters, was finally released on November 5, 2015. President Obama officially notified Congress of his intent to sign the agreement. He cited the strategic as well as economic advantages of a trade alliance that would counter a rising China, which is not a party to the agreement. The U.S. Congress will make a straight up-or-down vote on the agreement, most likely sometime next year, but will be unable to alter the agreement by adding amendments. The TPP has been highly controversial. The agreement terms were negotiated out of the public eye, leading critics to argue that corporations and special interest groups had disproportionate input into the deal. Supporters of the agreement say it would help member countries increase exports, and that it would strengthen, not weaken, labor and environmental standards. This presentation will discuss many of the key elements of the TPP and the opportunities and challenges it presents to American businesses.	2016-04-07	09:30:00	10:45:00	Ballroom D
Market Selection: A Quantitative Approach to Surveying Global Demand	It's a big world out there! The presenter will reveal his approach to helping small businesses identify the best potential markets for their products. Through examples, he will show how freely available trade statistics can become a simple mathematical model to help focus international sales efforts for those new to exporting. By the end of the session, participants should be able to conduct such analyses for the businesses with which they work.	2016-04-07	09:30:00	10:45:00	Vanderbilt
A Panel Discussion of Entry into Latin American Pacific Alliance Markets: Opportunities and Value Added from Key Partnerships	Latin America continues to offer exciting opportunities for U.S. companies, particularly from the Pacific Alliance countries of Mexico, Colombia, Peru, and Chile. While the growth rate of developed countries and the global economy has slowed, the public and private sectors of the Pacific Alliance countries have continued to invest at a greater rate than in other countries. Thus, the economies of these countries are still growing and becoming more diversified, particularly in the construction, medical device, mining, oil and gas, technology, safety and security, information and technology, aerospace, environmental, sustainability, and automotive industries. The U.S. Department of Commerce (DOC) Trade Winds 2016 program will focus on attracting U.S. firms to export to or expand sales to Latin America. The Duquesne University three-year MDCP grant targets this region and has formed many value added partnerships that are represented on this panel. The Oklahoma State University International Trade Center/SBDC (OSUITC-SBDC) partnered with Duquesne University and referred professional partners and clients who participated in the October ConExpo Trade Show in Santiago, Chile. Hear about the opportunities in Latin America and Trade Winds from U.S. DOC's Trade Winds Coordinator, Laura Ebert; the U.S. DOC Look South Initiative, Leslie Drake; Anthony Cambas, Director, OSUITC-SBDC; Dr. Mary McKinney, Director, Duquesne University SBDC; and Brent Rondon, Manager of the Global Business Program, Duquesne University SBDC. The panel features a discussion of U.S. DOC's 2016 Trade Winds, Look South, and MDCP programs; opportunities for U.S. firms in the Pacific Alliance countries, with a focus on Chile; partnerships that multiply the impact of trade programs; and Free Trade Agreement benefits as well as qualification and recordkeeping requirements.	2016-04-07	11:00:00	12:15:00	Ballroom A
Export Mentorship Program for Businesses	For the past decade, Cleveland State University has hosted a yearly platform that combines the best of government export assistance, university student work, and guidance from business leaders. This program focuses energy into molding potential exporters into competent and confident entities. This session will explore how this unique program has propelled more than 70 companies to excel in exporting.	2016-04-07	11:00:00	12:15:00	Ballroom B

Expanding Global Trade and Understanding by Linking the U.S. International Business Community and Academia	In his insightful article, "The Decline of International Studies—Why Flying Blind Is Dangerous," in the July/August 2015 issue of Foreign Affairs magazine, Charles King, Professor of International Affairs and Chair of the Department of Government at Georgetown University, makes a compelling argument against the current trend of reducing the role, and he stresses the importance of concentrating on international studies in U.S. education. We at Bryant University and the John H. Chafee Center for International Business are in full agreement with the message in King's article, and have been expanding the role of academia to help build a strong future for our country in the global business economy. The International Business/IB practicum is the capstone course for senior undergraduates majoring in International Business (BSIB). As IB majors, these students select at least one of the following course concentrations: Global Supply Chain Management, Marketing, Entrepreneurship, Accounting, Management, and Information Technologies. Also, IB students must be competent and conversant in at least one language other than English; as part of this requirement, students travel and live abroad for a semester during their junior year. The IB practicum capstone course is offered in either term of their senior year. Company client partners are recruited to participate in the practicum, in which teams of three students, under the direction of Bryant International Business Faculty and Chafee Center Professional International Business staff, brainstorm with clients to develop a country-, region-, or product-specific project, set goals, and develop their projects over the duration of the term. The practicum concludes at term's end with a day of team oral presentations to a panel of independent judges and to their client partners; the judges evaluate the performances and select the winning presentations. The winning teams receive significant cash prizes, drawn from the client company practicum participant fees. Companies receive detailed written reports of the projects and the findings and recommendations. Clients have been pleasantly surprised at how the results exceeded their initial expectations. Students and company client partners alike provide unsolicited testimonials to the value of this program. Client-student team relationships morph from a practicum focused project into a continuum in which clients receive detailed reports and recommendations, and proceed further into additional projects, thus creating personal relationships that include consulting on specific short-and long-term projects as well as solutions to daily or consistent problems.	2016-04-07	11:00:00	12:15:00	Ballroom C
Franchising in the Emerging Global Economy	One of the key methods of small business growth and expansion is franchising—both domestically and globally. While major American franchising opportunities exist abroad, many emerging economies are seeking to develop local franchising networks and smaller, U.S. franchise concepts. This presentation will speak to the rules and regulations of franchise expansion, marketing, and market research necessary to find a high impact match abroad. The objective is to support and increase domestic business growth and expansion.	2016-04-07	11:00:00	12:15:00	Ballroom D
Developing International Financial Projections	When faced with the task of developing financial projections, a new-to-export or new-to-market business client will often view it as a paramount challenge. In addition, the initial investment and financial commitment required to enter a new market might be discouraging to the exporter, especially when means to develop a detailed and comprehensive financial plan are lacking, and a company is faced with too much uncertainty in the absence of a comprehensive financial planning tool. Development of international financial projections involves unique specifics and complexities associated with global markets. When developing an export business plan, the issues of costing (variable vs. full absorption), financial forecasting, and product pricing come into play. Projected sales, COGS, exporting costs, marketing costs, payment methods, and pricing will differ for international operations. In addition, one needs to consider the topics of break-even analysis, appropriate allocation of corporate/administrative overhead costs, and the interface between exchange rates and sales projections.	2016-04-07	11:00:00	12:15:00	Vanderbilt
Lunch and Keynote Speaker: Cheryl Merchant	Cheryl Merchant began her career at General Motors (GM) as a Production Supervisor. After completion of GM's leadership training, Cheryl became the first woman to lead a 65-member team, on second shift as the Paint Department Assembly Line Supervisor in Detroit. With the closing of the GM plant where she worked, Cheryl continued her career as a Production Supervisor at Mazda and then at Ford Motor Company. While at Ford, Cheryl's leadership and skill set earned her the position of Quality Manager, responsible for five production facilities in Mexico that employed more than 12,000 and supplied parts and services to more than 54 Original Equipment Manufacturers (OEMs). Cheryl gained further international experience as a Plant Manager at Lear Corporation, leading a 3,500 employee operation in Mexico, and was promoted several times, which led to her managing international operations in Canada, Poland, and England and providing technical support to operations in Hungary, Portugal, and Austria. In 1999, Cheryl was recruited to head Hope Webbing as President and Chief Executive Officer. Founded in 1883, Hope Webbing became a privately held division of NFA Corporation in 1957. Taking the helm of a 116-year-old textile manufacturing company, Cheryl realigned the organizational structure, revamped the business strategy, and changed the company name to Hope Global. Over the past 15 years, Hope has tripled its revenue, product lines, and market share in the automotive, industrial, and defense industries. With worldwide headquarters and manufacturing in Cumberland, Rhode Island, the company has grown to include other manufacturing operations in Mexico, the Czech Republic, and China. Company operations also include sales/engineering offices in Detroit, Michigan, and Brazil. Cheryl earned her undergraduate degree in Business Administration with honors from Alma College in Michigan. She is a member of the Governor's Workforce Board and the Strategic Planning Committee, an active member and past-chair of the Northern Rhode Island Chamber of Commerce, a Rhode Island Commodore, and a Trustee of Bryant University where she holds an Honorary Doctorate in Business. She served as Chair of Bryant University's World Trade Day for four years. Cheryl has also been recognized with an Honorary Doctorate in Business from New England Institute of Technology. Along with maintaining a very busy business career, Cheryl also mentors four young professional women on a rotating basis and has started an employee mentoring program at Hope. In 2014, Cheryl was named the New England Business Woman of the Year at Bryant University's Women's Summit and was presented the 2014 Rhode Island Manufacturing Leadership award and the 2015 Outstanding Mentor award by Providence Business News. Cheryl resides in Lincoln and integrates her business life with being the mother of a bright and ambitious nine-year-old boy and a six-year-old "CEO-in-the-making" daughter.	2016-04-07	12:30:00	13:45:00	Brenton Hall

GrowthWheel: Export Success, Reinvented	GrowthWheel is a visual toolbox for decision-making in startup and growth companies. It gives entrepreneurs and business owners the knowledge and tools to grow businesses globally. Proprietary tools are designed to help businesses at all stages overcome their barriers to growth by getting focused, setting agendas, making decisions, and taking action. With the launch of the international trade advanced series, GrowthWheel facilitates export development and is complementary to each of the four NASBITE CGBP domains. GrowthWheel tools, including the 360 screening, frameworks, worksheets, checklists, videos, and articles, can be used independently or in conjunction with other materials by both the exporter and the export advisor, providing a visual experience that is both flexible and practical. This presentation will introduce GrowthWheel® with a hands-on demonstration of several tools in action. The presenters will review how NASBITE members can bring curriculum to their college or center.	2016-04-07	14:00:00	15:15:00	Ballroom A
The CGBP Exam - What Are Candidates Saying Post-Exam?	In June 2014, the CGBP Governance Council implemented a Post Exam Candidate Survey that is distributed to all test takers following the close of the exam test window. Attend this session to gain insight into what candidates are saying about their overall experience, their exam preparation efforts, and what they might have done differently to better prepare themselves for success.	2016-04-07	14:00:00	15:15:00	Ballroom B
How to Get the Most Out of Your Relationship with the USEAC/U.S. Commercial Service	This program will explore a relationship that is critical to the success of trade counselors across the United States: the collaboration between state and federal export assistance offices. The workshop will feature a panel discussion of SBDC and USEAC officers who will elaborate on the key factors to an effective tag-team relationship.	2016-04-07	14:00:00	15:15:00	Ballroom C
ITAR-International Traffic in Arms Regulations	This class is ideal for beginners and those new to ITAR-International Traffic in Arms Regulations. It is also a refresher course for those who have already had some formal training in ITAR. This program will help you understand what ITAR is and how it may govern your defense-related exports. We will provide an overview of ITAR, starting with which products can be subject to ITAR through the application and registration processes. We will finish with licensing and other areas of control. At the end of the program you will have an understanding of what is required and where to go for assistance. Most companies do not realize that if they are a domestic manufacturer or broker, not just an exporter, of any items on the USML-U.S. munitions list, then they are required to register and pay an annual fee to the State Department. This is not just for exporters; this is for U.S. domestic companies who may never export, but who still produce or broker items on the USML. If your company is involved with military and defense articles and services listed on the USML or you're unsure if they are, you don't want to miss this program.	2016-04-07	14:00:00	15:15:00	Ballroom D
10 Smart Shortcuts to Exporting—How to Help Your Clients Enter Markets Faster	This session will summarize in a practical, informal manner key documents and guidelines to help both trade consultants and their clients understand key elements of exporting steps in engaging distributors and customers. The presentation is a revision of my presentation to NASBITE at the 2014 Memphis conference, which was well received. The emphasis is on case studies and real world applications, which I will present with humor and in a logical fashion.	2016-04-07	14:00:00	15:15:00	Vanderbilt
Case Competition	The 2015-2016 NASBITE International Student Case Competition is open to all colleges and universities that have an academic business program at the undergraduate level. The NASBITE International Case Competition is a yearlong event that brings together top marketing students to work on an international marketing challenge submitted by a sponsoring organization. The case sponsor, Cleveland Whiskey, provided a detailed international marketing problem for which it is looking to gain the perspective of top business students who will compete by developing a marketing strategy in an internationally recognized competition. The top three teams have been invited to present their case analyses at the 29th annual NASBITE International conference in Newport, Rhode Island.	2016-04-07	15:45:00	18:00:00	Ballroom A
Breakfast and Networking	Enjoy breakfast and networking with colleagues.	2016-04-08	07:30:00	08:15:00	Brenton Hall
Keynote Speaker: Marian Salzman	Named one of the world's top five trend spotters, Marian Salzman has created numerous successful consumer campaigns, the most famous of which are launching the metrosexual to create a marketplace for SAB Miller's Peroni, Pepsi's "It's Like This," and "It's America Online." One of the most honored women in public relations in the United States, Marian leads Havas PR's Rhode Island Commerce Corporation account; the agency is one of three teams chosen to develop and deploy the state's new tourism brand. Before heading Havas PR, Marian served as CMO at Porter Novelli, CMO at JWT Worldwide, and CSO at Havas Worldwide. She lived and worked in the Netherlands in the early stages of her career. In addition to her widely reported-on annual trends forecast and the 15 books she has authored or co-authored (many of which are published in more than a dozen languages), Marian currently writes for the Huffington Post and Forbes.com, among others. She served on the board of directors of the Bob Woodruff Foundation for most of the past decade, is a director of Venture for America, and is the executive chair of Tucson Values Teachers. Marian also sits on the advisory board of several startups in Austin, New York City, and Phoenix. Marian graduated from Brown University with top honors and wrote her honors thesis on the sociology of education. She has served on various alumni boards and has been a mentor to Brown Women in Business since 2006.	2016-04-08	08:15:00	09:15:00	Brenton Hall
How to Painlessly Add Trade Practice Components to International Business Courses	From its founding, NASBITE has championed the cause of practical trade education. A number of colleges and universities around the country have embraced this as a way to better prepare students for the career marketplace. Those of us who work in this arena understand that it is not always easy to integrate this new body of knowledge within an academic framework. For the past eight years, our organization has been developing the trade education website www.Export-U.com. During this time we have gone through countless revisions, enhancements, and expansion of the training material offered on the site. While the site was initially conceived as an aid to the business community, we have been pleasantly surprised to see that many of our colleagues in academia also use it with their students. In this session, we will explain how this online training can be painlessly inserted into academic business courses. The site's online and downloadable resources, tools, quizzes, examinations, handouts, and transcripts can complement business curricula. Instructors can download class and individual examination reports that are automatically prepared by the site's built-in software. Our hope is that more educator professionals will take advantage of these features to increase the practical trade components of their international business programs.	2016-04-08	09:30:00	10:45:00	Ballroom A

Doing Business Internationally: Opportunities to Expand North Carolina Companies' and Students' Understanding of Globalization and Business Opportunities	The session is designed to offer an understanding of a highly successful 20 year program engaging businesses (and their management) and students to understand the idiosyncrasies of international business by immersing them together in a highly refined coordination of culture, business, trade events, and economic development. The session will describe the "Doing Business Internationally" program in North Carolina; its history, challenges, and accomplishments over the past 20 years. With the growing importance of participating in today's global economy for SMEs, as well as integrating students into this realm, this program has spawned highly successful international businesses as well globally minded students.	2016-04-08	09:30:00	10:45:00	Ballroom B
Export Licensing & Controls Updates	Export Control reform is one of the hottest topics in International trade. Come and learn the differences between ITAR and the Export Administration Regulations. We will compare what the significant differences are, review export control reform updates and discuss how to comply with these new regulations. If you haven't been to a recent export control reform update, then you don't want to miss this program!	2016-04-08	09:30:00	10:45:00	Ballroom C
Understanding Incoterms	Learn to decode the secret language of Incoterms and how to make them work to your advantage in sales and purchase contracts during this global business training seminar.	2016-04-08	09:30:00	10:45:00	Ballroom D
Export Assistance for Technology Entrepreneurs: Best Practices and Case Studies	Until now, clients of the Missouri Small Business and Development Center who have a new technology have not received international trade assistance from the SBDC. Tech-entrepreneurs and manufacturers spinoff opportunities were unlinked from the export assistance in order to support commercialization in foreign markets. The MU International Trade Center is closing the gap between export assistance and technology commercialization support. MU-ITC has proved that a joint effort through its specialist results in business development and economic growth. MU-ITC and SBDC have developed a plan composed of three key points. First, it has resulted in the continued international growth of the clients in new markets through their continued work with the MU-ITC. Second, it has resulted in the growth of their newly developed technology or service, leading to possible spinoffs, through the newly included support of the tech-commercialization arm. Finally, it resulted in continued economic growth and prosperity for the client. During the NASBITE conference, a proven solution to the current need for support from both the MU-ITC and tech-commercialization groups will be presented. Our solution is a three-step process that involves providing continued and new expert assistance, continued training, and new networks to clients. The conference will also include the analysis of case studies that not only illustrate that the gap exists, but that our solution is proven to work. It will also include an analysis of the continued desire of MU-ITC clients to have access to the resources offered by the SBDC tech-commercialization.	2016-04-08	09:30:00	10:45:00	Vanderbilt
Best Practices in the Delivery of the ExporTech Program: A Collaboration Between Educators and Service Providers	ExporTech™ is an export acceleration program for manufacturing companies that was developed by National Institute for Standards and Technology (NIST) Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce. This program can simultaneously assist four to eight companies in developing an export plan. Presenters will share best practices in running ExporTech based on recent successes of the program run through Saginaw Valley State University's College of Business and Management.	2016-04-08	11:00:00	12:15:00	Ballroom A
Creating Great Researchers for Market Prioritization	Originally given in 2013, this workshop will build upon and elaborate on effective techniques for market evaluation for the SME. I will review my center's methodology for writing reports that create the foundation for a company's export strategy. However, this workshop's focus is primarily on the role and importance of the researcher. I'll also go over advantages and pitfalls of quantitative-based research models. Attendees will gain insights into how effective international market research can be done inexpensively and quickly, while also providing confidence and impact to their clients. Plus, we'll have some fun.	2016-04-08	11:00:00	12:15:00	Ballroom B
Implementing and Demonstrating "Reasonable Care" Across Your Organization to Pass a U.S. Customs Audit	The key to passing a U.S. Customs audit is to have systems and procedures in place that capture, correct, and possibly change policy on any systematic errors within a company. Demonstrating that you have implemented "reasonable care" throughout your business processes is the single most important tool that will help you pass a U.S. Customs audit.	2016-04-08	11:00:00	12:15:00	Ballroom C
Leading International Distributors to Marketing and Sales Success	Working with distributors can be a great way to enter foreign markets, gain new customers, and access new revenue streams. In my experience as an exporter and an international business practitioner, I've realized that one of the most powerful ways for exporters to receive those benefits is training their new and current distributors to develop and execute high-impact marketing and sales programs. When distributors receive marketing and sales training from the exporter, they gain confidence and a clear road map for action. This, in turn, sets up distributors to be effective in their marketing and sales efforts, gain market share, and achieve their performance goals. The result should be successful, satisfied distributors that stay with the exporter for the long term. In this session, attendees will learn critical elements of high-impact marketing and sales programs for international distributors and how to provide this training to new and current distributors.	2016-04-08	11:00:00	12:15:00	Ballroom D
Export Market Development Research & Strategies	This session will examine EuroMonitor international market research approach to a typical Export market Development Study and cover the three steps for understanding the overall approach and strategy. 1. Identify markets for growth: Hot zones • Learn to highlight the greatest demand (existing and forecasted) for products and prioritize both existing and prospective markets around the globe for development 2. Route to market • Understand the supply chain and distribution environment in newly identified/high demand markets • Combine specific needs for an entry strategy with several areas of investigation, including: • Competitive landscape assessment • Key products • Market segments • Import process • Logistics • Trade stats • Identifying potential buyers and market evaluation 3. Identify potential business partners and assess the price elasticity of your product export.	2016-04-08	11:00:00	12:15:00	Vanderbilt

Lunch and Keynote Speaker	<p>ADVANCING INTERNATIONAL TRADE AWARD</p> <p>Connecticut - Jacqueline Torcellini International Trade Specialist - Business Advisor Connecticut Small Business Development Center University of Connecticut</p> <p>Illinois Conference of Great Lakes &amp; St. Lawrence Governors and Premiers</p> <p>Kentucky State International Development Organizations, Inc. (SIDO)</p> <p>Massachusetts - Brooke Fishback Health Enterprises, Inc. Director of International Sales</p> <p>Missouri - Ann Pardalos President State International Development Agencies (SIDO)</p> <p>Ohio - Mousa Kassis International Trade Advisor Ohio SBDC Export Assistance Network Youngstown State University</p> <p>South Carolina - Mike Allocca President Allocca Enterprises</p> <p>Wisconsin - Stanley Pfarr</p>	2016-04-08	12:30:00	13:45:00	Brenton Hall
Hands-on EMCP Workshop	<p>In addition to the Global Business Associate Degree program, Waukesha County Technical College (WCTC) offers trade-related workshops for local businesses. For more than 25 years WCTC has been known for quality business programming related to international trade topics. Export compliance is a real challenge for U.S. companies of all sizes and industries. A recent successful workshop was designed to help exporters develop a detailed and easy-to-use Export Management Compliance Program (EMCP) and manual, following the guidelines of the Bureau of Industry and Security (BIS). Regulations discussed include the Export Administration Regulations (EAR), the International Traffic in Arms Regulations (ITAR), the Foreign Trade Regulations (FTR), the Foreign Corrupt Practices Act (FCPA), and Free Trade Agreements. Come to this session to learn how the six-hour workshop is structured to help exporters take important steps toward being truly compliant.</p>	2016-04-08	14:00:00	15:15:00	Ballroom A
U.S. Government Export Assistance and Financing Resources	<p>This session brings together representatives from key U.S. government export promotion agencies to discuss the resources available to U.S. small and medium-sized enterprises that are interested in entering, growing, and succeeding in global markets for their export business and financing needs. Participants will learn about: (1) U.S. government export assistance resources and programs; (2) U.S. Commerce Department's Market Development Cooperator Program, a matching grant program that has helped generate more than \$9 billion in U.S. exports; (3) U.S. government agricultural and commodity export finance programs; (4) export finance programs for small business exporters; (5) how to mitigate the risk of non-payment or delayed-payment by foreign buyers; and (6) how to access and utilize U.S. government-backed trade finance solutions when commercial financing is not available for export sales.</p>	2016-04-08	14:00:00	15:15:00	BallroomB
The African Pharmaceutical Market: A Promising Business Opportunity	<p>Africa is the second most populated continent, with a population of about 1.1 billion people. It is estimated that by 2020, the African pharmaceutical market will reach \$45 billion. Currently, there is high demand for medical equipment and drugs used in the treatment of chronic and life-threatening diseases such as asthma, COPD, diabetes, cancer, HIV-AIDS, malaria, and hypertension. In most African countries, the pharmaceutical manufacturing industry is non-existent, leading these countries to rely primarily on foreign products. To fill the urgent need for healthcare products, several pharmaceutical manufacturers from India and China have teamed up with local government to commercialize generic and generic drugs. India's pharmaceutical exports to Africa increased from 8.4% in 2002 to 17.7% in 2011, and 15% of India's \$1 billion pharmaceutical export went to Kenya, Uganda, and Nigeria alone. China's pharmaceutical exports to Africa increased from 2.0% in 2002 to 4.1% in 2011. Although more than 1,500 pharmaceutical companies are registered in the United States, only a few manufacturers do business with Africa. In 2011, U.S. export to sub-Saharan Africa was only \$21.1 billion and involved primarily machinery, vehicles and parts, and non-crude oil. The lack of U.S. investment in Africa's healthcare system originates from the fact that U.S. pharmaceutical manufacturers have little to no knowledge about the dynamics of doing business in Africa. This presentation will discuss the great business opportunity that Africa presents by demonstrating how to file for product registration with health authorities in African countries, promote sales with minimal cost for exporters, and find trustworthy partners.</p>	2016-04-08	14:00:00	15:15:00	Ballroom C

<p>Emerging and Frontier Markets Seek Expatriates with Specialized Training: A Set of Training Modules</p>	<p>Emerging markets (EMs) and frontier markets (FMs), the engines of world trade, are rapidly growing and globally there is an acute lack of expatriates willing and specially trained to serve in these markets, with demand far outstripping the world's supply. Although there appears to be a boom in today's young people migrating toward emerging markets, many are not prepared for long-term success in EMs and FMs, as many may have received only developed country-related expatriate training (as provided by many U.S. academic internationalization efforts), if any. Few have received the specialized training needed by expatriates who intend to serve successfully in EMs and FMs. This presentation offers a benchmark effort to train college graduates and seminar attendees with, at least, entry-level specialized training appropriate to those serving as an EM and FM expatriate. Why is specialized EM and FM training needed? In EMs and FMs, micro- or market-level data needed for market analyses are generally missing or unavailable. Thus, by default, EM- and FM-bound expatriates must be skilled in using available world-level indicator values (WDI values are available from the World Bank) and Human Development Indicators (HDI values are available from the United Nations) to conduct an approximation process whereby known world-level data are converted to unknown, but needed, market-level data. Such special training is traditionally not included in many U.S. academic internationalization efforts. With EMs and FMs accounting for a growing proportion of world trade, expatriate training emphasizing these economies is needed.</p> <p>The objective of this workshop is to present and discuss the development, structure, content, and procedures for implementing a set of special EM- and FM-focused training modules specially designed to train college graduates as future expatriates to serve in these economies. Handouts will be distributed to presentation attendees. These modules that emphasize emerging- and frontier-economies should be of interest to a varied audience: international trade educators, seminar leaders, expatriates, and international trade practitioners.</p> <p>The lecture will be interactive, with a PowerPoint presentation and audience hands-on application exercise handouts; outline of modules; specific procedures for approximating EM/FM market potential from world development- and human-development indicators; and specific procedures standardizing prices across country markets.</p> <p>The take-away value for the audience includes the following:</p> <ol style="list-style-type: none"> <li>1. An understanding of how EM and FM expatriate decision-making differs from developed country decision-making.</li> <li>2. Knowledge and written course/seminar outline of EM- and FM-related required analyses necessary to thoroughly analyze emerging and frontier market environments and associated risks, and specific procedures for approximating market level data from world level data and for standardizing prices across country markets.</li> <li>3. A list of useful U.S. federal government, global institution, and private enterprise websites of international information and export and import procedures training for those otherwise unacquainted.</li> </ol>	<p>2016-04-08</p>	<p>14:00:00</p>	<p>15:15:00</p>	<p>Ballroom D</p>
<p>Connect. Collaborate. Succeed: The International Business Education Alliance (IBEA) Is the New Face of Global Education Collaboration</p>	<p>As an international business instructor or professional, do you ever wish you could brainstorm ideas with others in the field? Do you have students asking how to further their learning in areas that your institution may not offer? Are you passionate about global trade and want a way to share your enthusiasm with others in the industry? The International Business Education Alliance (IBEA) is here: a free, newly formed collaborative designed to increase international business education, training, and employment opportunities by connecting community colleges, students, and companies. Beyond a static website experience, IBEA provides a private, engaged, conversational environment that strives to raise performance and certificate attainment while strengthening international business education and training. Funded by a California Workforce and Economic Development grant and the Doing What MATTERS for Jobs and Economy Initiative, IBEA seeks to achieve three key objectives: encourage program cross-promotion, eliminate skills gaps in the industry, and create community. Through an emphasis on program completion and success, each of these areas is fueled by an overarching commitment to improve student outcomes for CGBP certification and career placement in the international business sector. Get an inside look at IBEA and discover the many benefits of membership for you, your institution, and your students.</p>	<p>2016-04-08</p>	<p>14:00:00</p>	<p>15:15:00</p>	<p>Vanderbilt</p>