

2024 National Small Business Exporter Summit



AGENDA—October 23, 2024

11:00 am~4:00 p.m. ET—with Bonus “Careers in Global Trade” Session to Follow

11:00 AM

WELCOME & OPENING REMARKS

11:15 AM

Keynote Presentation—“Trade & the U.S. Elections—What Comes Next?”

Join NASBITE International and “The Trade Guys” for a dynamic discussion of the evolving landscape of international trade and its implications for small-to-medium sized businesses. **Scott Miller** and **Bill Reinsch**, “**The Trade Guys**,” will share insights on how they think different electoral scenarios could shape market access, trade policies, trade agreements, and export opportunities for exporters. They will also explore the candidates' stances on trade issues such as protectionism versus free trade.

Session Moderator: H. Andrew Schwartz, Chief Communications Officer at CSIS

NOON

Session #1— “Developing Business Relationships Around the Globe”

Knowing that business development always starts with relationship building, and given that every country is unique with hundreds of languages being spoken around the globe, how can you ensure that your product/service will be well received when entering a new market? Are you showing or using the appropriate cultural and linguistic considerations in forming business relationships around the globe? When should translation and interpretation be used? What are the best practices for translation and localization.... and can AI be used? Secure answers to these important culturally focused business development questions and more.

Session Moderator: Meredith Getachew—Global Wordsmiths (PA).

Panel members: Lisa Bamford, Director of Global Marketing & Business Development, Sciencix (NC)

Skylar Hall, VP of Marketing & Client Relations, AcraDyne (OR)

Hulya Kurt, President, OWIT International

12:45 PM

BREAK / NETWORKING TIME

1:00 PM

Session #2— “AI for Exporters: From Regulation to Business Application”

Everyone is talking about artificial intelligence (AI) – but is everyone using it? This discussion will explore perceptions of the regulatory environment and practical applications of AI in streamlining supply chain logistics, optimizing inventory management, and automating repetitive tasks to improve efficiency and competitiveness. The panel will touch on AI's potential in facilitating personalized customer experiences, expanding market reach, and navigating regulatory challenges in cross-border commerce. Lastly, ethical considerations, data privacy concerns, and the importance of upskilling the workforce to harness AI capabilities will also be emphasized to support SMEs to thrive in an AI-driven export landscape.

Session Moderator: Kislaya Prasad, Research Professor, Smith School of Business, University of Maryland

Panel members: Jonathan Szucs, General Manager, Advanced Superabrasives Inc. (NC)

Lila Landis, Chief Compliance Officer, SEKO Logistics (TX)

Brian Ippolito, President & CEO, Contiem (MD)

1:45 PM

Session #3— “Adapting Your Products & Packaging to Export Markets”

Seasoned exporters know that a successful strategy requires modifications in the three “P’s,”—Product, Packaging & Pricing for specific overseas markets. This session features a panel discussion of experienced exporters who will share their practical experiences in modifying goods and services to create and retain overseas sales. Knowing the costs and challenges associated with adaptation up front helps small businesses budget, plan and obtain senior management commitments to start and grow exports.

Session Moderator: Martin Brill, Coordinator, Ag Center of Excellence, Penn State SBDC (PA)

Panel members: Kristy Bello, IT Director, Proctor & Gamble (PA)

Felicia Hobson, Managing Partner, CMD MedTech (OH)

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2:30 PM

OUTSTANDING EXPORTER HONOREE RECOGNITION

3:00 PM

Session #4— “Successful Exporter Panel—Celebrating Diversity in Global Trade”

There is inspiration and insight to be gained in hearing the success stories of others, who like you, are focused on strengthening their business operations and growing sales internationally. The faces, the experiences, and the paths travelled of those exporters are as diverse as the products, services, and industry sectors they represent. Celebrating that diversity, join us for this session as we uncover practical tips for navigating global markets, building resilience and accessing crucial support networks to guide business success.

Session Moderator: Aerek Stephens, Director Minority & Women-Owned Business Division & Regional Export Promotion Program, EXIM Bank (DC)

Panel members: Felipe Arroyave, President & Founder, Spectrum International LLC (GA)
Gene Yoo, CEO, Resecurity (CA)
Liyu Nalven, Co-Founder, Linor Technology (NC)
Temitope Mayegun, President, Avila Naturalle Limited (Nigeria)

4:00 PM

THANKS & CLOSING REMARKS

4:15 PM

BONUS SESSION — “Is a Career in Global Trade Right for Me?”

It’s unavoidable: business is global. Most Fortune 500 companies have operations all around the world – all of them have international customers. In a survey conducted by USForex, about 58% of small businesses already have international customers, with 72% planning on growing their customer base in the coming years. As a student soon to graduate, a recent graduate, or early-in-your-career professional, is a truly global career right for you? Attend this session to learn how to find that right opportunity for you, what it's like to be an expat, and how you can gain a competitive advantage over others in the talent pipeline.

Working across countries and cultures is a necessity for the survival of most organizations. Whether you dream of working abroad or working in an organization that is engaged in business on a global scale, having an international perspective to business gives you a competitive edge in today’s workforce. Come to this session to learn from experienced global trade professionals!

Session Moderator: Joyce Steffan, NASBITE International Board of Governors & Virali Shah, Recent Graduate, George Washington University

Panel members: Joshua Kaplan, Director, U.S. Commercial Service, Kansas City Field Office
Roberta Winch, Director, Export Assistance Network—Ohio SBDC @ Columbus State CCC
Cody Cline, International Account Manager, Agrarian Solutions (IN)

5:15 PM

CLOSING NETWORKING TIME

5:30 PM

EXPORTER SUMMIT PROCEEDINGS END