

# 2025 National Small Business Exporter Summit



## AGENDA—October 29, 2025

11:00 a.m.~4:00 p.m. ET

11:00 AM

### WELCOME & OPENING REMARKS

11:05 AM

#### **Keynote Presentation—“Trends & Developments Transforming the Global Economy”**

Join Michael Weidokal, internationally recognized economic and geopolitical forecaster as he shares insights on current economic factors, issues and trends that are impacting the world today, and shaping the global economy of the future. What’s happening in terms of tariffs, trade concerns, interest rates and inflation, and the labor market? What’s looming with regard to political change and geopolitical risk? What does all of this mean for you and your business? And more importantly, how do you manage through uncertainty and prepare for the changes ahead?

**Session Moderator:** Nate Ward (CGBP)—Vice President, NASBITE International

**Keynote:** Michael Weidokal—Executive Director, International Strategic Analysis (ISA)

NOON

### SPONSOR & EVENT PARTNER RECOGNITION

12:05 PM

### OUTSTANDING EXPORTER HONOREE RECOGNITION

12:30 PM

### BREAK / OPEN NETWORKING TIME

12:45 PM

#### **Session #1— “From Reaction to Action: Strategic Planning Amid Tariff Uncertainty”**

Tariffs and trade policy shifts create one of the most unpredictable challenges for today’s business leaders. Sudden changes in duties, trade agreements, or regulations can disrupt pricing, supply chains, and customer relationships overnight. Too often, companies find themselves reacting in the moment instead of preparing for multiple outcomes. This panel will bring together executives, advisors, and trade experts to discuss how organizations can shift from a reactive stance to a proactive mindset. Panelists will share perspectives on what it means to plan strategically during uncertain times, how leaders can foster organizational resilience, and where businesses can find opportunity amid volatility. Attendees will gain a deeper understanding of the risks and complexities that come with tariff uncertainty—and more importantly, how forward-looking leadership can help transform disruption into a competitive advantage. The conversation will focus less on specific predictions and more on approaches that help companies choose action over reaction in an ever-changing trade environment.

#### **Session Moderators:**

Kellie Greene (CGBP)—Certified Senior Business Advisor, North Central New York SBDC

Mario Gonzalez (CGBP)—International Trade Consultant, International Trade Center, Georgia SBDC

#### **Panel Members:**

Bill Edwards—CEO, Edwards Global Services, Inc.

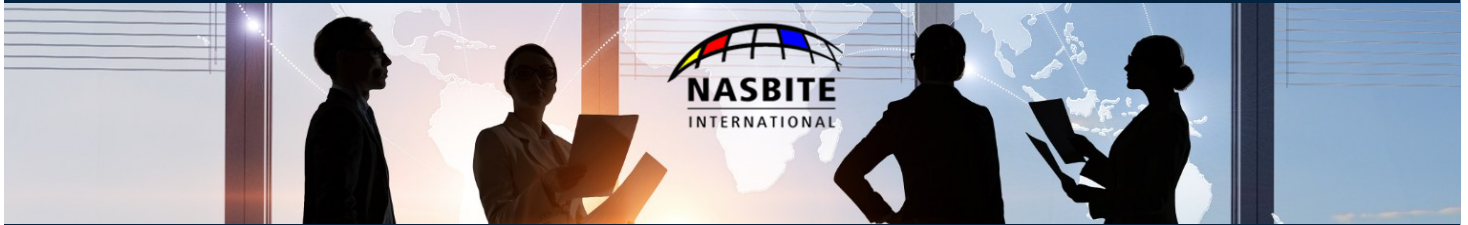
Thomas Due—Corporate Export Manager, Green Worldwide Shipping, LLC

Julie Robbins—CEO, EarthQuaker Devices

1:30 PM

### BREAK / OPEN NETWORKING TIME

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1:45 PM

### **Session #2— “The U.S.-Canada Trade Environment”**

The United States and Canada enjoy the world’s largest and most comprehensive trading relationship that supports millions of jobs in each country and constitutes over USD 2 trillion in bilateral trade and investment. In today’s rapidly evolving economic climate, understanding the dynamics of U.S.-Canada trade is more critical than ever for small and medium-sized businesses. This session offers timely and practical insight into the current trade environment between the two nations based highlighting the impact of geopolitical instability and cross-border opportunities and challenges for businesses on each side of the border. Whether you’re exporting goods, sourcing materials or evaluating expansion opportunities, this session will provide you with actionable insights designed to help your business thrive in the North American marketplace.

#### **Session Moderator:**

Jackie Rasmussen (CGBP)—Director, MU International Trade Center

#### **Panel Members:**

Josh Caputo—President & CEO, Humotech, Pennsylvania, USA

Audrey Ross (CITP)—Senior Manager of Customs & Compliance, Orchard International Inc., Toronto, CA

Kim Wolf—Founder, Kim Wolf Leadership Coaching & Manufacturing Consulting

2:30 PM

## BREAK / OPEN NETWORKING TIME

2:45 PM

### **Session #3— “Innovative Approaches to Export: The Peruvian Story”**

Emerging markets present opportunities to access high growth rates, niche industries, small concentrations of global players, and high rates of technological adaptation that make local companies more agile to exports. In 2024, Peruvian agricultural exports reached 145 markets around the world. Attend this session to gain insights into top strategies small-to-medium-sized companies can employ to enter emerging markets. With a focus on Peru we’ll share an overview of the export market to Peru, and the fruit and vegetable export miracle that has unfolded. We’ll also highlight export opportunities and the experiences of U.S. companies seeking to tap into the growing Peruvian market.

#### **Session Moderators:**

Dr. Ricardo Perez-Luyo—Associate Professor, University of Lima

Brent Rondon (CGBP) - Senior Management Consultant for International Trade, Univ. of Pittsburgh SBDC

#### **Panel Members:**

Jorge Prado—Senior Advisor - U.S. Commercial Service, Lima, Peru

Piero Razeto— Director - Association of Fruit Exporters (AGAP), Lima, Peru

Pablo Valdivia—CMO - Aviatec Aeroparts, Lima, Peru

Marshall Girtman—Director of Sales – Special Mine Services, Inc., USA

3:45 PM

## THANKS & CLOSING REMARKS

4:00 PM

## EXPORTER SUMMIT PROCEEDINGS END