

# 2023 NADEC Annual Export Conference to focus on the Changing Global Trading Relationships & Opportunities: How Can You Maintain Profitability?

May 9-10, 2023  
Marriott Washington at Metro Center

The 2023 NADEC Annual Export Conference promises to provide a dynamic conversation on how we, as exporters and export advocates, can address the changing global trading relationships and opportunities and maintain profitability. Our opening plenary session on the *Global Trading System: Understanding Its Realignment* will focus on recent developments together with emerging trends that have dramatically altered the global trading system as we know it. These developments have been a combination of factors. The result is a shift in the risk factors that exporters must now consider, the closure of certain markets, and the emergence of new opportunities and new trading partners. This plenary program will set the stage for the programs that follow.

Key trade policy topics to be discussed include SME Trade Agenda Updates, Emerging Markets Trade Policy Strategy with a focus on U.S. – Africa Trade, Agriculture & National Security, and Strategic Exporting/Investment to Enhance Global Competitiveness & Security. USTR, Commerce and SBA representatives will provide NADEC with an update on the US trade agenda and small business, including invitations to DECs for upcoming in-person SME Dialogues in 2023 with USCMA, UK and EU partners. Panel discussions will include a follow-up to the U.S.-Africa Leaders' Summit and what is available for SMEs to take advantage of this critical emerging market.

National security is a major challenge in trade and global competition, one that our small and medium businesses face daily as we compete against authoritarian governments with total control over every aspect of their economies. Key thought leaders will look at the challenges faced by small businesses globally and domestically and at ways that exports and investments can (and should) be used as a strategic diplomatic and military tool to build relationships with allies, as well as dual use technologies with military, humanitarian, and commercial applications.

Strategies and tactics for new Emerging Export Markets and Underserved Populations will provide practical information on “how to” take advantage of the export opportunities and maintain profitability in this changing global trading environment. We will explore best practices for engagement, capacity - building and opportunity in the global marketplace, including a panel focused on Indigenous communities. Panelists will share best practices on doing business from an economic development perspective (agriculture, tourism, hospitality) and experiences in exporting products-services abroad. Key emerging markets will be addressed by those with boots on the ground!

Global supply chain and logistics issues have become a critical trade component post COVID. Experienced exporters and export service providers will highlight how they have made the shift to manage risk and cost in their global supply chain and how exporters can leverage resources to be more competitive. Your global supply chain can be impacted by a myriad of

issues including space availability on export air and ocean shipments, forced labor issues, transportation pricing, changing technology, and trade compliance, to name a few.

Our regional DECs across the country are essential to providing trade education, assistance, and advocacy at the grassroots level. Universities can be a key resource! A panel of trade experts will highlight on how universities can assist DECs and exporters in their region in accomplishing our mission of expanding U.S. exports, especially SME exports.

Day One will conclude with a Roundtable Discussion on U.S. Government Trade Priorities and Opportunities featuring Directors of the U.S. Commercial Service Regional Offices. Throughout the day, attendees will have the opportunity to meet with trade resource partners to discuss specific export assistance programs.

On Day Two, NADEC Capitol Hill Day, attendees will meet in the Dirksen Senate Building for a legislative update from select elected officials on critical trade issues. DEC members are encouraged to schedule meetings in advance with their State's Congressional Representatives and/or staff members to better inform them on the importance of trade and trade legislation to our businesses and to our nation. NADEC will provide talking points and can assist in arranging meetings, as needed.

Please plan to join this very informative conference to learn how you can best maneuver in this changing global trade environment. And most importantly, be part of the solution and let your voice be heard in Washington on your company's challenges and the support it needs to be successful in the global marketplace!