The National Association of District Export Councils

ANNUAL EXPORT CONFERENCE

WASHINGTON, DC

May 9, 2023
The Mayflower Hotel
Washington, DC

May 10, 2023
Meetings on The Hill
Senate Visitors Center

PROGRAM SPONSORED BY:
Welcome to the Spring Conference!

We are excited that you have chosen to spend time with us and will be lending your voice to the discussions. There is much going on that is of concern to US exporters, namely the Inflation Reduction Act, the recently approved EU Carbon Import Tax, to the war in Ukraine and China’s inroads into Africa and South America. Over the next two days, you will hear from government officials and companies who will share their insights into the hot topics that impact your business endeavors. You will gain a wealth of practical takeaways and make valuable contacts.

Part of the NADEC’s duties is to act as a liaison and amplifier between SMEs and stakeholders. These stakeholders include state and federal legislatures and government agencies. Through supporting government initiatives such as STEP grants, the re-charter of the SBA or the re-charter of EXIM Bank, the NADEC continuously works to assist SMEs.

- The NADEC continues to push for market access for small businesses in areas where access is limited or non-existent.
- We support the creation of new Free Trade Agreements along with the leveraging of current Free Trade Agreements to assist small businesses in eliminating barriers to exporting. The NADEC is committed to making sure that all future Free Trade Agreements contain a chapter specific to small businesses.

We encourage you to utilize the NADEC’s vast library of subject matter experts who stand ready to assist you navigate the global trade landscape. SMEs should take advantage of the NADEC’s webinars and networking opportunities in order to garner information to help them export effectively. Reach out to the NADEC Board members, check out our website and monthly newsletter.

Our annual spring conference gives SMEs an exceptional opportunity to network, learn and advocate with assistance from the NADEC.

I look forward to connecting with many of you over the next few days.

Jonathan Szucs
NADEC Chair
js@asiwheels.com
The Changing Global Trading Relationships & Opportunities: How Can You Maintain Profitability?

DAD ONE  Tuesday, May 9, 2023  8:00 am – 5:30 pm

8:00 am – 8:30 am  Welcome
Jonathan Szucs, NADEC Chair
Kendee Yamaguchi, Deputy Assistant Secretary for the U.S. Field, U.S. Department of Commerce
John Worthington, CEO/President, IBT Online – Platinum Sponsor

8:30 am – 9:30 am  Opening Plenary
The Global Trading System: Understanding Its Realignment

Recent developments together with emerging trends 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 is designed to set the stage for the programs that follow.

Conducted as a conversation, the discussants include:

David F. Day
NADEC Trade Policy Committee
Chairman, Global Risk Mitigation Foundation & Hawaii DEC

Everett Eisenstat
Chair, Edelman Global Advisory for the U.S. and Canada
Formerly, Chief International Trade Counsel
United States Senate and White House Deputy Director, National Economic Council

Andrea Thompson
Vice President for International Programs, Northrop Grumman
Former Under Secretary of State for Arms Control and International Security Affairs

Tabletop Discussions with Trade Resources

Throughout the day, attendees will have the opportunity to meet with trade resource partners to discuss specific export programs. Tables will be set-up in the pre-function area.

- Industry and Analysis- Office of Manufacturing
- Industry and Analysis- Office of Supply Chain
- Industry and Analysis- National Travel & Tourism Office
- Industry and Analysis- Office of Industry Engagement
- U.S. Commercial Service- Office of Africa
- U.S. Commercial Service- Office of Europe
- U.S. Commercial Service- Office of Asia
- U.S. Commercial Service- Office of China
- U.S. Commercial Service – U.S. Field
- U.S. Commercial Service – Office of Strategy and Engagement
- U.S. Small Business Administration
- Export Import Bank of the United States
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<tr>
<th>Time</th>
<th>Room A</th>
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<tr>
<td>9:30 am – 10:30 am</td>
<td>SME Trade Agenda Updates</td>
<td>Strategies and Tactics for new Emerging Export Markets</td>
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<td></td>
<td><strong>Dr. Christina Sevilla</strong>, USTR Deputy</td>
<td><strong>Danica R. Starks</strong>, Senior U.S. Commercial Liaison to the World Bank &amp; Head of DOC Multilateral Development Bank</td>
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<td>Assistant US Trade Representative, Small Business, Market Access,</td>
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<td>Industrial Competitiveness</td>
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<td><strong>Joseph Hanley</strong>, National Director for the U.S. Field, U.S. Commercial Service</td>
<td><strong>Zaheer Faruqi</strong>, CEO, Aventure Aviation &amp; Georgia DEC</td>
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<td><strong>Christine P. Brown</strong>, SBA Director of Trade</td>
<td><strong>Peter Clement</strong>, SVP of International Factoring, Rosenthal &amp; Rosenthal, Inc.</td>
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<td><strong>Moderator: Richard Grana</strong>, SME Impex &amp; Kentucky DEC</td>
<td><strong>Moderator: Tom Dustin</strong>, International Sales Director, SUNNEN &amp; Missouri DEC</td>
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<td>10:30 am – 10:45 am</td>
<td><strong>BREAK</strong></td>
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<td>10:45 am – 11:45 am</td>
<td><strong>U.S. – Africa Trade Policy Update</strong></td>
<td><strong>Indigenous Communities and Global Trade: Exploring best practices for engagement, capacity-building and opportunity</strong></td>
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<td><strong>William Fanjoy</strong>, Senior Advisor for Private Sector Engagement, Prosper Africa</td>
<td><strong>Myron Lizer</strong>, former VP of the Navajo Nation</td>
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<td><strong>Heather Lanigan</strong>, Regional Director for Sub-Saharan Africa, U.S. Trade &amp; Development Agency</td>
<td><strong>Derrick Watchman</strong>, Board Chairman-National Center for American Indian Enterprise Development</td>
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<td><strong>Dr. Thierry Wandji</strong>, CEO, Cybastion Tech</td>
<td><strong>Moderator: Fred Latuperissa</strong>, President, Exlm 20/20 Group and Inland Empire CA DEC</td>
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<td><strong>Scott Eisner</strong>, President, U.S. - Africa Business Center at U.S. Chamber of Commerce</td>
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<td><strong>Moderator: W.E. Da’Cruz</strong>, Cofounder &amp; COO, The VGC Group, E MI DEC</td>
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<td>12:00 pm – 1:45 pm</td>
<td><strong>Special Remarks - Deputy Secretary of Commerce Don Graves</strong></td>
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<td><strong>Conversation on Trade with SBA</strong></td>
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<td><strong>Featuring</strong></td>
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<td><strong>SBA Administrator Isabella Guzman (Invited)</strong></td>
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| 1:50 pm – 2:50 pm | **Agriculture & National Security**  
*Michael Brooks*, Senior Agriculture Advisor to Senator Mike Rounds, South Dakota  
*Timothy Hughes*, Senior Trade Advisor, Office of the Commissioner, Kentucky Department of Agriculture  
*Kelly Wheeler*, Export Manager, Aviagen, Inc., Alabama  
**Moderator: Bradley McKinney**, Vice President of Strategic Initiatives, Krach Institute for Tech Diplomacy at Purdue | **Post COVID Logistics & How to Leverage Resources to be More Competitive**  
*Tom Cook*, Managing Director, Blue Tiger International & NY DEC (Consultant)  
*Joe Mantello*, Director of Logistics, Qosina Corporation (principal Importer/Exporter)  
*Jason Cook*, Managing Director, Ardent Global Logistics (Forwarder)  
Kelly Raia, COO, National Institute for World Trade (Training/Education)  
**Moderator: Jim Haynes**, Director-Business Development, Rohlig USA, LLC & Northern Ohio DEC |
| 2:50 pm – 3:50 pm | **Strategic Exporting/Investment to Enhance Global Competitiveness & Security**  
*Lt. Gen. Wallace C. Gregson*, USMC (Ret), former Assistant Secretary of Defense (Asia)  
*Col. Arthur M. Romanillos, Jr.*, Philippine Army, Army Attaché to the USA  
*Anthony J. Scotti*, Chief Operations Officer, Gyrene  
**Moderator: Dr. Elizabeth G. Chan**, Global Risk Mitigation Foundation | **DECs and Universities: A Partnership to Help Firms Boost Exports**  
*Rebecca Bellinger*, University of Maryland, Maryland-DC DEC  
*Kimberly Brown*, CEO of Amethyst Technologies and Chair, Maryland/DC DEC  
*Joyce Steffan*, The Ohio State University, Northern Ohio DEC  
*Kim Smith*, CEO, Plidco, Northern Ohio DEC  
**Moderator: Mark J. Ballam**, San Diego State University, CIBER, San Diego & Imperial DEC |
| 3:50 pm – 4:10 pm | **BREAK**                                                                 | **BREAK**                                                                 |
| 4:10 pm – 4:30 pm | **Special Remarks**  
*Presentation of Executive Secretary of the Year and DEC of the Year***  
*Jonathan Szucs*, NADEC Chair  
*Mark Ballam*, San Diego State University CIBER – Gold Sponsor  
*Kendee Yamaguchi*, Deputy Assistant Secretary for the U.S. Field | **Special Remarks**  
*Presentation of Executive Secretary of the Year and DEC of the Year***  
*Jonathan Szucs*, NADEC Chair  
*Mark Ballam*, San Diego State University CIBER – Gold Sponsor  
*Kendee Yamaguchi*, Deputy Assistant Secretary for the U.S. Field |
| 4:30 pm – 5:30 pm | **Global Markets Snapshots: Opportunities and Challenges**  
- *Dale Tasharski*, Deputy Director General - Moderator  
- *Scott Tatlock*, Deputy Assistant Secretary for China  
- *Cameron Werker*, Executive Director, Office of Europe and Eurasia  
- *Diane Jones*, Executive Director, Office of Western Hemisphere  
- *Pamela Phan*, Deputy Assistant Secretary for Asia (invited)  
- *Camille Richardson*, Deputy Assistant Secretary for Africa (invited)  
**CLOSING REMARKS - Jonathan Szucs, NADEC Chair** | **Global Markets Snapshots: Opportunities and Challenges**  
- *Dale Tasharski*, Deputy Director General - Moderator  
- *Scott Tatlock*, Deputy Assistant Secretary for China  
- *Cameron Werker*, Executive Director, Office of Europe and Eurasia  
- *Diane Jones*, Executive Director, Office of Western Hemisphere  
- *Pamela Phan*, Deputy Assistant Secretary for Asia (invited)  
- *Camille Richardson*, Deputy Assistant Secretary for Africa (invited)  
**CLOSING REMARKS - Jonathan Szucs, NADEC Chair** |
| 5:30 pm – 7:00 pm | **NETWORKING RECEPTION**                                                                 | **NETWORKING RECEPTION**                                                                 |
7:45 am – 11:45 am  Welcome to The Hill Breakfast - Jonathan Szucs, NADEC Chair

8:15 am  Special Remarks by the US Global Leadership Coalition

Presentation to the Congressional Trade Advocates of the Year

The objective of the NADEC Capitol Hill Day is to increase awareness and understanding among members of Congress regarding the importance of exports to the U.S. economy, including the significance of securing new and improved market access. Key committee staff from the following committees will speak to our group:

- Panel Discussion with House and Senate Small Business Committee Staffs
- Panel Discussion with House Ways & Means (Trade Sub-Committee) and House Agriculture Committee Staffs
- Panel Discussion with Senate Finance Committee (International Trade Sub-Committee)
- Conclusion

Members of Congress will periodically 'stop by' during the morning to make presentations focused on critical trade issues.

DEC members are encouraged to meet 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 talking points will be provided.

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**NADEC Mission Statement**

The National Association of District Export Councils increases awareness and understanding of the importance of exports to the US economy through education, legislative outreach, and engagement with DECs and other relevant stakeholders.
Visit Us Online
We invite you to visit our newly redesigned website USAExporter.org to learn more about the valuable resources we offer to exporters.

Some of these include:

- National and Local Events Calendar
- DEC Locator
- List of Relevant Government Agencies
- Helpful Articles and Website Links
- NADEC Board and Committees Details
- Access To Your Legislators