



## NADEC Annual Export Conference

May 13, 2024

The Mayflower Hotel – Washington, DC

May 14, 2024

Legislative Training Session & Meetings on The Hill

**Celebrating the 50<sup>th</sup> Anniversary of the District Export Councils**

**Engaging with Our Friends & Neighbors**

### PROGRAM AGENDA

DAY ONE	Monday, MAY 13, 2024	8:00 am – 5:30 pm
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8:00 am – 8:30 am

#### Welcome

[Jonathan Szucs](#), NADEC Chair

8:30 am – 9:15 am

#### Opening Plenary

“On the Couch” Conversation between key officials from the UK and US:

Special Guest - [Dame Karen Pierce, British Ambassador to the United States](#) (Confirmed)

- The UNITED (Undertaking Negotiations on Investment and Trade for Economic Dynamism) Act – what is in it for all of us?
- Importance of SME hookups between the UK and the US

Moderator - [Luke Lindberg](#), President, South Dakota Trade, South Dakota DEC

	State Ballroom	East Ballroom
9:20 am – 10:05 am	<b>Friendshoring</b>  <b>A private sector panel with speakers from the UK, Australia, Canada, and the US, each of whom does business in the other's market.</b> <ul style="list-style-type: none"><li>• Importance of working with trusted allies</li><li>• Long standing commercial linkages</li><li>• UK, Australia, and Canada now designated as a “domestic</li></ul>	<b>Concurrent Roundtable Discussions</b> <i>Private Sector experts/specialists to share their expertise in concurrent roundtable discussions.</i>  <b>Trade Issue Roundtable Discussions:</b> <ul style="list-style-type: none"><li>• Cyber Security Risks</li><li>• Export Controls</li><li>• Managing Freight Forwarders &amp; Export Carriers</li><li>• Artificial Intelligence</li><li>• Supply Chain Resilience</li></ul>

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|  | <p>source” for purposes of Title III of the U.S. Defense Production Act</p> <ul style="list-style-type: none"> <li>• The Atlantic Declaration – is there anything there for SMEs?</li> </ul> | <p>Trade issue discussions led by industry specialists and NADEC board/DEC members with special expertise in the topic.</p> |
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10:05 am – 10:20 am

## BREAK

10:20 am – 11:05 am

### Engaging with Our Neighbors South of the Border

#### *“Argentina: An Evolving Market for U.S. Exporters”*

Argentina’s remarkable political shift now suggests that the potential for a de-risking and the emergence of essentially a new market for U.S. SMEs. This program addresses these changes and the opportunities that lie ahead.

[Peter Jones](#), Jones Equity Fund, TN DEC - Moderator

[Mariano Parlato](#), TRUENORTH CORPORATION, Puerto Rico DEC

[Andres Rombola](#), Smartmatic Intl, Buenos Aires, Argentina

[Christopher Di Trolio](#), Argentina Desk Officer, US Dept of Commerce

### Concurrent Roundtable Discussions

#### *Industry sector Roundtable Discussions:*

- Aerospace/Defense
- Agriculture
- General Manufacturing
- Energy & Sustainability
- Healthcare
- Technology/AI

Industry discussions led by exporters/specialists in each industry sector and national industry association officials.

11:10 – 11:55 am

### US-EU Marketplace- Aluminum and Steel - EU (CBAM) Carbon Border Adjustment Mechanism and (GASSA) Global Arrangement on Sustainable Steel and Aluminum.

#### *Discussion on:*

- Why GASSA matters
- What GASSA would do
- Managing other authoritarian non- market states
- Meaning of CBAM
- How would SME manufacturers be affected?
- Proposed timelines and quotas
- Excess capacity concerns
- Survey on proposal by USTR on Producers
- Possible multiple types of inventories.

### Concurrent Roundtable Discussions

#### *Exporting South- Mexico and Beyond*

- Chile
- Colombia
- El Salvador
- Guyana
- Mexico
- Panama

Discussions led by U.S. Department of Commerce Country Specialists and current exporters to the country.

[Richard Grana](#), Impex-EMC Company, KY  
DEC - *Moderator*  
Daniel P. Matthews EOP/USTR GASSA  
(invited)  
[Senator Sherrod Brown](#) of Ohio (*Invited*)  
[Jonathan Szucs](#), Advanced  
Superabrasives, Inc., NC DEC  
[James Haynes](#), Rohlig USA, OH DEC

11:55 am – 12:15 pm

12:15 pm – 1:25 pm

Break to Transition to Luncheon

## NADEC Luncheon - 50<sup>th</sup> Anniversary of the DEC's

Opening Remarks – [Jonathan Szucs](#), NADEC Chair

*Special 50<sup>th</sup> Anniversary of the DEC's Remarks*

Luncheon Sponsor Remarks – [Mark Ballam](#), CIBER

[Don Graves](#), *Deputy Secretary of Commerce*

Short Break

1:30 pm – 2:00 pm

Fireside Chat with the Small Business Administration (SBA)

[Isabel Casillas Guzman](#), SBA Administrator

2:00 pm – 2:20 pm

2:20 pm – 3:05 pm

BREAK

SBA Resources for SME Exporters

[Hernan Mayol](#), ITFA Board Member  
[Dan Pische](#), National Director of Trade  
Finance, U.S. Small Business  
Administration

Trade DNA – A Trade Workforce  
Development Initiative

[Jim Anderson](#), ETCetera Intl, Inc., North  
TX DEC

3:10 pm – 3:55 pm

Advocating for SME Exporters

- STEP Program Reauthorization
- EXIM Bank Reauthorization
- SBDC Reauthorization – trade impact

[Bill Cummins](#), EXIM Small Business  
Council and Alabama DEC,  
[Adam Boltik](#), NH Dept of Business &  
Economic Affairs, Office of Intl  
Commerce and Granite State DEC

DEC Strategic Recruitment, Engagement,  
and the next Generation

[Fay Beydoun](#), Chairwoman, East  
Michigan DEC

[Bill Edwards](#), Vice Chair, Southern  
California DEC

[Dan Usher](#), Chair, Georgia DEC (invited)

[Brenda Stelly](#), Louisiana DEC - Moderator

4:00 pm – 4:15 pm

Presentation of the NADEC Thomas Norwalk Trade Advocate Awards

4:15 pm – 4:45 pm

The Next Trade Frontier

[James Golsen](#), Deputy Director General of the U.S. and Foreign Commercial Service

4:45 pm – 5:15 pm

Presentation of Executive Secretary of the Year and DEC of the Year

- [Jonathan Szucs](#), NADEC Chair

- *Key Official from the U.S. Department of Commerce*

**5:15 pm**

**CLOSING REMARKS** - *Jonathan Szucs, NADEC Chair*

**5:30 – 7:30 pm**

**Networking Reception**

## **DAY ONE**

### **Trade Resource Tables**

Throughout the day, attendees will have the opportunity to meet with trade resource partners to discuss specific export programs.

## **DAY TWO**

**Tuesday, MAY 14, 2024**

### **Special Training & Visit to The Hill**

**9:00 – 11:30 am**

**Special Legislative Training Session** at The Mayflower

Presentations by the U.S. Chamber of Commerce, SIDO, and the U.S. Global Leadership Coalition.

**11:30 am**

**Networking** at The Mayflower

**12:00 – 1:30 pm**

**NADEC Hill Day Luncheon** at The Mayflower

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 significance of securing new and improved market access.

Following the lunch, 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. Pre-scheduled appointments are recommended. Regional representatives on the NADEC Board are encouraged to accompany conference attendees in these meetings