



2026 NADEC Annual Export Conference

Global Trade in Transition

**May 12-13, 2026, Gaylord Opryland Hotel & Conference Center
Nashville, Tennessee**

Tuesday, May 12, 2026

7:30 am Registration & Continental Networking Breakfast

8:00 am – 9:15 am Welcome

Opening Plenary Session – America First Trade

The Honorable David Fogel, Assistant Secretary of Commerce & Director General of the U.S. and Foreign Commercial Service (Invited)

9:15 am – 12:00 pm Morning Plenary and Panel Discussions:

- U.S. Trade Agenda and Small Business - Dr. Christina Sevilla, Deputy Assistant U.S. Trade Representative, the Honorable Bradley McKinney, Deputy Assistant Secretary, U.S. Commercial Service, Lisa Shimkat, Associate Administrator of U.S. Field Operations, U.S. Small Business Administration (invited), Richard Grana, Kentucky DEC, moderator
- The Development and Integration of Ag Technology - What Does This Mean for U.S. Competitiveness in Global Markets – A dynamic discussion with The Honorable Luke J. Lindberg, Under Secretary for Trade and Foreign Agricultural Affairs, U.S. Department of Agriculture (Invited) and key Agriculture Industry Leaders
- Networking Break
- Global Economic & Exports Outlook – Dr. Mark Wynne, Vice President, Federal Reserve Bank, Dallas
- Global Market Roundtables – APAC – Americas - EMEA

12:00 pm – 1:15 pm Luncheon Keynote

1:30 pm- 4:15 pm Afternoon Concurrent Panel Discussions:

- Geopolitical Uncertainty – Navigating a Path Forward
- Export Regulations and Compliance
- Industry Spotlight: Automotive
- USMCA Update
- Industry Spotlight: AI and Exports
- Show Me the Money!

4:15 pm – 4:45 pm Awards Presentations:

- DEC of the Year & Executive Secretary of the Year
- 2026 Thomas Norwalk Trade Advocate Awards honoring key Congressional Advocates

6:00 pm – 7:30 pm *Taste of Tennessee Welcome Reception at Southern Collective featuring Tennessee BBQ, Whiskey and the opportunity for a Whiskey Barrel Tasting*

Wednesday, May 13, 2026

8:00 am Registration & Continental Networking Breakfast

8:30 am – 11:30 am Export Development Collaboration

- Strategic Exports of American Made – New Focus areas of the U.S. Department of Commerce – The Honorable Bradley McKinney, Deputy Assistant Secretary, U.S. Commercial Service
- The New Export Playbook – Dr. John Pournoor, Chair, NADEC Trade Policy & Legislative Outreach Committee
- Networking Break
- Trade DNA Cup – National University Engagement for DECs

11:30 am – 1:30 pm Luncheon “Ted Talk!”

- **The Digital Delta AI & Exports Initiative** – Ted Townsend, President & CEO, Greater Memphis Chamber
- **From Whiskey & Rye to High Tech and AI** – an Interactive Discussion with key stakeholders from the University of Tennessee on meeting the needs of the global business community and from Oakridge National Laboratories focusing on Energy, Quantum Computing & Advanced Manufacturing

2:00 pm **Taste of Tennessee** continues offsite - **Global Entertainment & Destination Marketing – the Global Impact of Travel & Tourism**

6:00 pm **Taste of Tennessee Rooftop Crawl on the Honky Tonk Highway** – A Curated Broadway Evening to select Honky Tonks to include Line Dancing Lessons and premier Rooftop Bar Experiences while enjoying the spectacular views of the Music City!

*Be sure to extend your stay until Thursday, May 14 so you get the full **Taste of Tennessee!***

2026 NADEC Annual Export Conference –

<https://www.usaexporter.org/nadec-annual-export-conference/>

REGISTER TODAY!

<https://lp.constantcontactpages.com/ev/reg/ebgggum>

Early Bird registration price of \$349 is available until March 31, 2026.

Registration increases to \$399 on April 1, 2026.

BOOK YOUR HOTEL ROOM!

<https://book.passkey.com/gt/220942535?gtid=2e0c2400c1274b4e0d1a47f9d7228b7a>

If you register in the NADEC Room Block, NADEC will send you a \$50 discount code for Conference Registration. The discount is only available until the room block is full.

BECOME A SPONSOR!

<https://www.usaexporter.org/export-conference-sponsorships/>

Market your company to this target audience!

Corporate and local DEC opportunities are available.

JOIN NADEC for a curated **TASTE OF TENNESSEE!** Enjoy Tennessee BBQ, Whiskey, Country Music and Line Dancing, international sports and entertainment, and spectacular views of the Music City!

NADEC expresses great appreciation to the
Tennessee District Export Council and the West Tennessee District Export Council
for bringing all our attendees a **TASTE OF TENNESSEE!**

#NADEC2026