

1ST Annual World Trade Day

A HISTORIC DAY FOR EXTRAORDINARY TIMES



WORLD TRADE CENTER®
ATLANTA

Trade Talk: Real Conversations About the Future of Global Trade

MAY 2, 2017



KEYNOTE SPEAKER

Matthew T. McGuire

*Former US Executive Director
World Bank Group*

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Merrill Lynch

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Georgia International Convention Center ▪ Atlanta, Georgia USA
WorldTradeDay.com

AGENDA*

REGISTER
TODAY!

7:30-9:00am

Registration, Networking Breakfast & Global Exchange
Stations/Exhibit Hall

8:30-9:00am

Welcome & Introduction

9:00-10:00am

Keynote Speaker

Matthew T. McGuire, Former United States Executive Director, The World Bank Group

“World Trade Day” Proclamation

10:15-11:30am

Parallel Panel Discussions (Choice of One)

1. Emerging Markets: Still Driving Global Economic Growth?

Emerging markets – from those in Asia and Latin America to Africa and Central/Eastern Europe – have underpinned global economic growth for the past several years. However, slowing economies such as China’s, weaker currencies, an over-reliance on commodities and political instability, among other factors, are decelerating growth. What risks do these trends pose to firms exporting, importing or investing in these markets? What can we expect in terms of political and economic changes over the next decade? Learn more about what industries are poised to grow, creating trade and investment opportunities.

Moderator: Dr. Penny Prime Professor of International Business, Robinson College of Business,
Georgia State University

Panelists: Dr. Jagdish Sheth, Charles H. Kellstadt Professor of Marketing, Emory University
Christian Louis, Senior VP, International Corporate Banking, BBVA Compass
Dr. Thomas J. Cunningham, Chief Economist, Metro-Atlanta Chamber of Commerce

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2. Global Trends to Build, Innovate and Attract

Both companies and governments at all levels – city, state, national – are searching for ways to compete. How do companies engage in product and process innovation as well as design thinking to not only survive but thrive in today's global economy? How do governments build a favorable business environment to incentivize innovation, attract investment and help create well-paying, sustainable jobs? Are there ways in which companies and governments can partner to achieve their goals? Panelists will address these and other questions. Participants will gain information and novel insights about these global trends.

Moderator: Adam Jones- Kelley, President, Site Selection Magazine

Panelists: Mary Waters, Deputy Commissioner, International Trade, Georgia Department of Economic Development
Dr. Stephen E. Cross, Executive VP, Research, Georgia Institute of Technology
Serra Hall, Director of Commercial Development, Newton County Corporate Representative

3. Securing Imports and Exports

Government agencies who are tasked with international trade oversight and regulatory enforcement not only secure America's borders protecting the public from dangerous people and materials, their mission is also to enhance the Nation's global economic competitiveness by enabling legitimate trade and travel. These agencies also preserve our nation's natural resources; protect, restore, and enhance the world's diverse wildlife; protect public health by ensuring the safety, efficacy, and security of products imported into or exported from the US. Participants will gain an understanding of the latest rules and regulations governing imports and exports, and how these affect corporate growth plans.

Moderator: Cheryl Crook Thompson, Customs and Export Compliance Manager, Global Trade, Eaton's Cooper Lighting

Panelists: Brian C. Bujdoso, Assistant Special Agent, Homeland Security Investigations, Immigration and Customs Enforcement, Atlanta, GA
Gerry Horner, Director, Office of Technology, Evaluation, Bureau of Industry and Security, U.S. Department of Commerce
David Begley, Director, Atlanta Plant Inspection Station, U.S. Department of Agriculture

11:30am-12:00pm

Networking & Global Exchange Stations

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12:00-1:30pm

Luncheon & Distinguished Panel Discussion:

North America Rising? Maintaining a Competitive Advantage in a Volatile Global Economy

The United States, Canada and Mexico - three different economies located in the same North American region - are bound by highly integrated industries partly facilitated by a North American Free Trade Agreement (NAFTA). How will their economies change over the next decade vis-à-vis global competitors? Where will the trade and investment opportunities arise, particularly under the prospect of a revised NAFTA? Will traditional industries such as automotive, agriculture and energy continue to drive growth, or, new ones such as digital media and cleantech? Understanding these processes will help firms make informed strategic decisions about their trade and investment activities in the region.

Moderator: Dr. Diane Alleva Cáceres, Founder & CEO, Market Access International, Inc.

Panelists: Edward Alden, Bernard L. Schwartz Senior Fellow, Council on Foreign Relations
Ambassador Gordon Giffin, Partner, Dentons; Former U.S. Ambassador to Canada
Javier Díaz de León, Consul General, Consulate General of Mexico in Atlanta
Louise Blais, Consul General, Consulate General of Canada in Atlanta

Global Leadership Award Presentation

1:45-3:15pm

“Conversations that Matter” Parallel Roundtables (Choice of One)

1. Advanced Manufacturing: The Impact of Technology and a Changing Workforce on Company Competitiveness

To thrive in today's global economy manufacturers are using technology that integrates processes not just within the firm, but across operations and their entire global value chain. At the same time, their qualified workforce is shrinking and customers want products faster. How can firms be productive in order to compete? What role does international trade and investment play? Facilitated by a subject matter expert and smaller group discussions, participants will engage in discussion and acquire knowledge to help them improve their competitive positions.

Moderator: John Morehouse, Director, Center of Innovation for Manufacturing

Panelists: Laura Lee Bocade, Market Development and Green Team Leader – DIRTT Southeast, DIRTT Environmental Solutions
Eliel Perez, Chief Engineer, SIPA North America

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2. Digital Technologies: How Disruptions Lead to Opportunities

Digital technologies embedded in new creations from the mobile internet and the internet of things to next-generation genomics and 3-D printing are disrupting traditional industries. Medical, financial and manufacturing firms, among many others, must keep pace with rapid innovation and its effects. Facilitated by a subject matter expert and smaller group discussions, participants will learn how to recognize and seize global opportunities while managing associated risks.

Moderator: Todd Peneguy, Chair, TAG Internet of Things Symposium

Panelists: Ben Worley, CEO, AgriSource Data
Alan Amling, Vice President, Corporate Strategy UPS
Todd Harris, Hi-Rez Studios (invited)

3. Energy Solutions: Creating New Markets

With increasing global demand for energy, how are suppliers and buyers meeting this challenge? Learn how firms – from large, established utilities to alternative energy start-ups to corporate buyers – innovate to create new energy markets. Understand the regulatory environment and its impact on market opportunities. Facilitated by a subject matter expert and smaller group discussions, participants acquire knowledge to help them make strategic business decisions.

Moderator: Costas Simoglou, Director, Centers of Innovation for Energy Technology

Panelists: William Malone, Associate Director of the Sanitation Division, Dekalb County Waste Authority
Liza Milagro, MSM-PM, Resilience & Sustainability Manager, Asset Management & Sustainability Hartsfield-Jackson Atlanta International Airport (ATL)
Rubicon Global, Phil Rodoni, Chief Technology Officer

3:30-5:00pm Drinks & Light Hors d'Oeuvres Reception, "Trade Talk: The Way Forward," & Raffle

Relax and enjoy drinks and hors d'oeuvres while solidifying new relationships developed throughout the day. Listen to our guest speaker who will provide insights into the future of global trade and investment. Make future international business plans with new partners while discussing lessons learned from this 1st Annual World Trade Day Georgia!

Celebrate a successful World Trade Day and get ready for next year's with Closing Remarks and an exciting Raffle! Attendees will have the opportunity to enter to win a business class ticket to US/Canada, Mexico or the Caribbean, thanks to the generous support of World Trade Day sponsor **Delta Air Lines, Inc.**

For sponsorship and/or exhibitor opportunities, please email diane@marketaccessintl.com or call 404.374.7682.