



## **2009 District Export Council Conference**

**U.S. Department of Commerce Headquarters Building  
Washington, DC**

**“Global Competitiveness and the Impact on U.S. Exports”**

### **CONFERENCE PROGRAM AGENDA**

#### **Tuesday, November 3, 2009**

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| <b>2:00 pm – 5:00 pm</b><br>Main Lobby        | <b>Early Registration</b>  |
| <b>2:00 pm – 5:00 pm</b><br>Commerce Building | <b>Meet with your Commerce Offices</b><br><b>Roundtable discussions with featured MAS/MAC/CS</b><br><b>Offices to cover 6 regions/industries</b> |
|   | <b>One on One appointments with Commercial Officers</b>  |
| <b>3:00 pm – 5:00 pm</b><br>Commerce Building | <b>National Steering Committee Meeting and Elections</b>   |

#### **Wednesday, November 4, 2009**

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| <b>8:00 am – 8:45 am</b><br>Main Lobby       | <b>Registration and coffee:</b>  |
| <b>9:00 am – 9:05 am</b><br>Main Auditorium  | <b>Opening Remarks:</b><br><b>John Saylor, Halcrow, Inc.</b><br><b>Chairman 2009 National DEC Conference</b>   |
| <b>9:05 am – 9:25 am</b><br>Main Auditorium  | <b>Keynote Address:</b><br><b>Under Secretary of Commerce for International Trade</b><br><b>Administration</b> |
|  | <b>“New Export Markets Equals Opportunities for U.S.</b><br><b>Business Growth”</b>                            |
| <b>9:25 am – 10:45 am</b><br>Main Auditorium | <b>First Plenary Session: Global Economic Status – The</b><br><b>Good, The Bad and The Ugly</b>                |
|  | <b>Economist Robert West – Vice President, Halcrow, Inc.</b>   |

**“Waking Up from the Nightmare: An Assessment of World Trade “**

**Panel Discussion and Open Dialogue: “Opinions From The Front Lines”**

**Moderator: Robert West**

**Panelists: 5 Regional Foreign Commercial Service Officers from Europe, Asia, Middle East and Latin America (TBD)**

**10:45 am – 11:00 am**  
**Main Lobby**

**Coffee Break**

**11:00 am – 11:50 am**  
**Commerce Building**

**Breakout Sessions –  
Financing Your Trade: Ex/Im Bank; SBA; OPIC  
“Closing the Trade Finance Gap”**

**Location:**

**Showcase Forum for Business Exporting Education:  
Export University, Export Tech and Manufacturing  
Exporter Partnership**

**Location:**

**Green Energy and Initiatives DEC Subcommittee  
Meetings (Green Energy/ Policy / Legislation)**

**Location:**

**12:00 pm – 12:25 pm**  
**Main Auditorium**

**Second Plenary Session  
Keynote Address  
Secretary of Commerce Gary Locke**

**“DOC and DEC Joint Missions to Promote U.S.  
Exports: Why DEC’s are Important now more than  
ever”**

**12:30 pm – 1:30 pm**  
**Main Lobby**

**Luncheon**

**1:45 pm – 2:00 pm**  
**Main Auditorium**

**Third Plenary Session  
United States Trade Representative Ron Kirk (invited)**

**2:00 pm – 2:45 pm**  
**Main Auditorium**

**Foreign Trade Agreement Dialogue  
Ambassadors of Panama, Korea and Colombia (invited)**

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| <b>2:45 pm – 3:30 pm</b><br>Main Auditorium | <b>Debate – Pros &amp; Cons of the Effect of Trade on the Economy</b>  |
|   | Panelists:<br><b>Pro Trade - To be announced</b><br><b>Protectionist – To be announced</b>                                       |
| <b>3:30 pm – 3:50 pm</b><br>Main Lobby      | <b>Coffee Break</b>  |
| <b>4:00 pm – 5:00 pm</b><br>Main Auditorium | <b>Export Alchemy: Growing Your Business During Tough Economic Times: Best Practices and Lessons from Successful DEC Members</b> |
|   | <b>Panel: To be announced</b>  |
| <b>5:00 pm</b>                              | <b>Adjourn</b>   |
| <b>6:00 pm – 8:00 pm</b><br>Location TBD    | <b>Conference Reception</b>  |

**Thursday, November 5, 2009**

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| <b>8:30 am – 10:00 am</b><br>Rayburn House<br>Office Building<br>Rm B339-B340  | <b>Congressional Trade Breakfast</b><br><b>Remarks by members of the Virginia and Maryland Congressional House and Senate Delegations</b>  |
| <b>10:00 am – 11:00 am</b><br>Capitol Hill Offices of<br>Congressional Members | <b>DEC Attendee’s private visits with Congressional Members and their staffs</b>   |
| <b>11:45 am – 12:00 pm</b><br>Main Auditorium                                  | <b>Fourth Plenary Session</b><br><b>Keynote Address –</b><br><b>Worldwide Supply Chain Logistics</b><br><b>Senior Executive of Major Transport Company</b><br><b>To be announced</b> |
| <b>12:00 pm – 1:00 pm</b><br>Main Lobby  | <b>Luncheon</b>  |
| <b>1:00 pm – 1:45 pm</b><br>Main Auditorium                                    | <b>Fifth Plenary Session</b><br><b>State Export Promotion Programs: How States work with DEC’s</b>   |

**Paul Grossman, Director International Trade and Investment - Virginia Economic Development Partnership**

**Representative of International Trade Development, State of Maryland**

**2:00 pm – 2:30 pm**  
**Main Auditorium**

**Export “E” Award Presentation**  
**Presenter to be announced**

**2:30 pm – 2:45 pm**  
**Main Lobby**

**Coffee Break**

**2:45 pm – 3:30 pm**  
**Main Auditorium**

**Cuba – Que Pasa Ahora? “If not now, when? And if when, how?”**  
**Open Panel Discussion on current restricted trade with Cuba; Pitfalls, Legal Regulations, Political and Economic Drivers**

**Panel: To be announced**

**3:30 pm – 4:00 pm**  
**Main Auditorium**

**Sixth Plenary Session**  
**Director General & National Steering Committee Chair**  
**“What’s next for the year ahead with Commerce and the DEC’s?”**

**4:00 pm – 4:15 pm**

**Closing Ceremonies**