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### 4<sup>th</sup> Annual International Trade Conference

# Selling to Middle East & North Africa

Thursday · October 22, 2009 · Cintas Center · Cincinnati, Ohio

## AGENDA



7:00am-8:00am

### REGISTRATION, CONTINENTAL BREAKFAST & NETWORK WITH EXHIBITORS

Conference Moderator: Mark Evans, President – MPE International LLP & SODEC Subchapter Chair  
Welcome Remarks: Dr. Ali Malekzadeh, Dean, Williams College of Business (WCB), Xavier University



PLENARY SESSIONS  
8:00am-8:45am

### Middle East & North Africa: Political, Economic & Cultural Overview

Dr. Jamal Abu-Rashed, Professor & Director of the Center for International Business, Xavier University

8:45am-9:10am

### Middle East & North Africa FTAs: Israel, Jordan, Bahrain, Oman, Morocco

Mark Mowrey, Deputy Assistant U.S. Trade Representative for Eurasia & the Middle East

9:10am-9:30am

### Market Access & Compliance Considerations in the Middle East & North Africa

Cherie Loustaunau, Director-Middle East, Market Access & Compliance (MAC), U.S. Department of Commerce

9:30am-10:00am

### NETWORK WITH EXHIBITORS

10:00am-10:45am

### Saudi Arabia: Challenges & Opportunities

- Amer Kayani, Counselor for Commercial Affairs - Saudi Arabia & Bahrain  
U.S. Commercial Service, U.S. Department of Commerce



- Edward Burton, President & Managing Director, U.S.-Saudi Arabia Business Council

### BREAK-OUT SESSIONS

11:00am-11:45am

### TRACK #1 – MARKET FOCUS

#### Israel, Jordan, Kuwait & Qatar: Challenges & Opportunities

- Dr. Abdul Shaikh, Director – Middle East North Africa Business Information Center  
U.S. Commercial Service, U.S. Department of Commerce



- Cherie Loustaunau, Director-Middle East, Market Access & Compliance (MAC), U.S. Department of Commerce

### TRACK #2- EXPORT REGULATIONS & TRAVEL CONSIDERATIONS

#### Work Considerations in the Middle East & North Africa: Visas & Immigration

Susan Allison Smith, Esq & Lindsay L Chichester, Esq – Dinsmore & Shohl LLP



LUNCHEON KEYNOTE  
12:00pm-1:30pm

### Middle East & North Africa Corporate Perspective: Procter & Gamble (P&G)

Robert (Bob) Fregolle, Jr, Global Business Development Officer – (P&G)

1:30pm-1:45pm

### NETWORK WITH EXHIBITORS

### BREAK-OUT SESSIONS

1:45pm-2:30pm

### TRACK #1 – MARKET FOCUS

#### North Africa: Algeria, Egypt, Morocco & Libya: Challenges & Opportunities

- Amer Kayani, Counselor for Commercial Affairs - Saudi Arabia & Bahrain  
U.S. Commercial Service, U.S. Department of Commerce (Former Senior Commercial Counselor for Egypt, Libya & Lebanon)



- Dr. Abdul Shaikh, Director – Middle East North Africa Business Information Center  
U.S. Commercial Service, U.S. Department of Commerce (Algeria/Morocco)

### TRACK #2- EXPORT REGULATIONS & TRAVEL CONSIDERATIONS

#### U.S. Export Compliance in the Middle East & North Africa

Richard M. Gref, CICE, Managing Director – Export Credit Consulting LLC

PLENARY SESSION  
2:45pm-3:25pm

### United Arab Emirates (UAE): Challenges & Opportunities

Christian Reed, Regional Director – Africa, Near East & South Asia (Former Senior Commercial Counselor for UAE)  
U.S. Commercial Service, U.S. Department of Commerce

AFTERNOON PANEL  
3:30pm-4:45pm

### Corporate Considerations in the Middle East & North Africa

Moderator: Ambassador Tom McDonald, Equity Partner- Baker & Hostetler LLP

LEGAL: Ambassador Tom McDonald, Equity Partner - Baker & Hostetler LLP

LOGISTICS: Sam Riskin, Director of Sales for Middle East & Africa - FedEx

FINANCE: Export Import Bank of the United States (Ex-Im Bank)

BUSINESS PERSPECTIVE: Ramsey Bader, International Market Manager-Edgetech IG, Inc



4:45pm-5:00pm

### CONCLUDING REMARKS & RAFFLE– MUST BE PRESENT TO WIN