



3rd Annual SODEC/Xavier University International Trade Conference

Selling to Central & South America

Wednesday · October 29, 2008 · Cintas Center · Cincinnati, Ohio

AGENDA

Moderator: Dr. Raghu Tadepalli

Dean, Graduate School of Business & Associate Dean of the Williams College of Business, Xavier University

7:30am-7:50am

Registration, Continental Breakfast & Network with Exhibitors

7:50am-8:00am

Welcome & Introductions

Dr. Ali Malekzadeh, Dean - Williams College of Business (WCB), Xavier University



8:00am-8:30am

Central & South America: Political Overview

Dr. Cindy Stockwell, Senior Executive Director – WCB Undergraduate Program, Xavier University



8:30am-9:15am

**CAFTA: El Salvador, Guatemala, Honduras, Nicaragua, & Costa Rica
Market Challenges & Opportunities**

Michael McGee, Regional Commercial Counselor – Central America
U.S. Commercial Service/U.S. Department of Commerce



9:15am-10:00am

**South America Country Focus: Argentina, Brazil, Uruguay & Venezuela
Market Challenges & Opportunities**

Brian Brisson, Regional Director – Western Hemisphere
U.S. Commercial Service/U.S. Department of Commerce



10:00am-10:30am

Network with Exhibitors

10:30am-11:15am

**South America Country Focus: Chile, Colombia, Panama, & Peru
Market Challenges & Opportunities**

Margaret Hanson-Muse, Commercial Counselor – Colombia
U.S. Commercial Service/U.S. Department of Commerce



11:15am-12:00pm

Logistics & Supply Chain Considerations in Central & South America

Francisco Santeiro, Managing Director - Customs & Regulatory Affairs
FedEx Express Latin America & Caribbean Division



**Keynote Luncheon
12:00pm–1:30pm**

Central & South America FTAs: Where We Are Today & Its Future Impact on the U.S.

Everett Eissenstat, Assistant USTR – Western Hemisphere



1:30pm-1:45pm

Network with Exhibitors

1:45pm-2:15pm

Corporate Perspective: Doing Business in Central & South America

R. Scott Miller, Director – Global Policy, Procter & Gamble



2:15pm-3:00pm

Legal Considerations in Central & South America

Sergio Perez, Andre Tinoco Abogados (*Latin America law firm*)
Kai Bitter, Senior Associate of International Practice, Frost Brown Todd LLP



3:00pm-3:15pm

Network with Exhibitors

3:15pm-4:45pm

CENTRAL & SOUTH AMERICA FINANCE PANEL

**Managing Customer Expectations & Mitigating Risk in Central & South America
New! IMPACT OF FINANCIAL CRISIS ON CENTRAL & SOUTH AMERICA**



Moderator: Samuel Moore, VP & Group Head of International Trade Finance, Fifth Third Bank

Panelists: Wayne Gardella, Vice President, U.S. Export-Import Bank

Brian Brisson, Regional Director – Western Hemisphere, U.S. Commercial Service

William Kostrewski, VP – International Structured Trade Finance, Fifth Third Bank

4:45pm-5:00pm

Concluding Remarks & Raffle – MUST BE PRESENT TO WIN