



Trade North America

Detroit Marriott Renaissance Center

September 9-10, 2009

Preliminary* Agenda

Wednesday, September 9, 2009

- 7:30-8:30 AM** *Registration & Continental Breakfast*
- 8:30-8:35 AM** *Welcome and Introduction of the Governor, Michael Miller, Regional Director, Great Lakes, U.S. Commercial Service*
- 8:35-8:45 AM** *Welcome Remarks, Jennifer M. Granholm, Governor of Michigan, invited*
- 8:45-9:00 AM** *Gary Locke, Secretary of Commerce, invited*
- 9:00-10:15 AM** *Opening Plenary Session*
- The Future of the NAFTA*
- Michelle O'Neill, Deputy Under Secretary for International Trade, U.S. Department of Commerce, *to be invited*
- Sandra Papatello, Minister of International Trade and Investment, Ontario Ministry of Economic Development, *to be invited*
- Beatriz Leceygui, Under Secretary for International Trade, Embassy of Mexico, Washington, D.C., *to be invited*
- 10:15-10:45 AM** *Coffee Break and Networking with Exhibitors*
- 10:45-12:00 PM** *Concurrent Sessions***
- *Doing Business in Canada and Mexico, What You Need to Know NOW*
Stephan Wasylko, Senior Commercial Officer, Toronto ON Canada

*This agenda is preliminary and is subject to change.

** A Request for Proposals (RFP) was issued for concurrent session presentations.



Trade North America

Ann Bacher, Senior Commercial Officer, Mexico

- *Transportation and Logistics: Ensuring Your Products Reach Your Customer and Greening the Supply Chain*

Paul Millenbach, Attorney, Foster Swift, Farmington, Michigan

Debbie Dent, Director of Customs and Compliance, Panalpina Professional Services, Windsor ON

- *NAFTA Payment Strategies: Banking Practices, Regulations and Foreign Exchange Risk Management*

George Hoffman, CTP. Vice President and Group Product Manager, PNC Bank, Pittsburgh, Pennsylvania

- *Don't Be Stopped at the Border: Customs and Immigration Issues in North America*

Customs and Immigration Officials from the United States, Mexico and Canada

12:00-1:30 PM

Introduction of Luncheon Sponsor: Brian Brisson, Regional Director, U.S. Commercial Service

KEYNOTE LUNCHEON SPEAKER

John Engler, former Governor of Michigan and President and CEO,
National Association of Manufacturers, *confirmed*

1:30-2:45 PM

*Concurrent Sessions**

- *Intellectual Property Protection and Enforcement Resources in the United States, Canada and Mexico*

Jennifer Boger, Deputy Director, Office of Intellectual Property Rights, U.S. Department of Commerce

Partnership for Security and Prosperity Colleagues from Canada and Mexico

- *University Resources for Trade in North America*

Randal Charlton, Executive Director, TechTown (Wayne State University), Detroit, Michigan – A Soft Landing Site in Detroit for NAFTA

*This agenda is preliminary and is subject to change.

** A Request for Proposals (RFP) was issued for concurrent session presentations.



Trade North America

Sara Singer, Assistant Director, Michigan State University CIBER, Lansing, Michigan – GlobalEDGE: Doing Business in Canada and Mexico and “A Basic Guide to Exporting” Online Module

Mark Bleckley, Grand Valley State University, Van Andel Global Trade Center, Grand Rapids, Michigan – topic TBD

- *Direct Sales in Canada and Mexico: Sales and Warranty Law*

Brian Renaud, Attorney, Foster Swift, Farmington Hills, Michigan.

Adolfo Lugo, Attorney, Cuevaslugo Abogados, Mexico City, Mexico.

Andre Asselin, Attorney, De Grandpre Chait LLP, Montreal, Canada.

William Northcote, Attorney, Shibley Righton LLP, Toronto, Canada.

- *Doing Business in Canada and Mexico, What You Need to Know NOW (SESSION REPEAT)*

Stephan Wasylo, Senior Commercial Officer, Toronto ON Canada

Ann Bacher, Senior Commercial Officer, Mexico

2:45-3:15 PM *Coffee Break and Networking with Exhibitors*

3:15-4:30 PM *Plenary Session*

Getting Paid: Financing Your Canadian or Mexican Deal

How do you get paid? Learn about the many resources available to help finance your business transactions in Canada and Mexico. This session will showcase the services and programs of the Export-Import Bank of the United States and the U.S. Small Business Administration

Jan Blaho, Business Development Officer, Export-Import Bank of the United States, Chicago *invited*

John O’Gara, U.S. Small Business Administration, Detroit *confirmed*

4:30 PM *Adjourn for the Day*

5:00 PM *Reception - Coach Insignia (72nd Floor, Renaissance Center)*

*This agenda is preliminary and is subject to change.

** A Request for Proposals (RFP) was issued for concurrent session presentations.



Trade North America

Thursday, September 10

7:30-8:30 AM *Registration and Continental Breakfast*

9:00-10:15 AM *Concurrent Sessions*

- *Border Security: Achieving a Balance Between Security and Openness*
Speakers to be determined –Partnership for Prosperity and Security
- *Technical Tips: Filling Out Your NAFTA Certificate of Origin*
Mark Bleckley, Grand Valley State University Van Andel Global Trade Center, Grand Rapids, Michigan.
- *Staffing in Canada and Mexico: Laws and Implications*
Jean Schtokal, Attorney, Foster Swift, Lansing, Michigan. And/or
Michael Blum, Attorney, Foster Swift, Farmington Hills, Michigan.
Andre Asselin, Attorney, De Grandpre Chait LLP, Montreal, Canada.
William Northcote, Attorney, Shibley Righton LLP, Toronto, Canada.
Adolfo Lugo/Fernando Cuevas, Attorney, Cuevaslugo Abogados, Mexico City Mexico.

10:15-10:45 AM *Coffee Break and Networking with Exhibitors*

10:45-12:00 PM *Closing Plenary Session*

Plenary Session: Optimizing Your Web Presence: The Big Picture

Speaker: Drew Paik, Product Marketing Manager, Google Enterprise (invited)

You've built your website, but will they come? How do you target marketing with website intelligence? How do you build a low-cost

*This agenda is preliminary and is subject to change.

** A Request for Proposals (RFP) was issued for concurrent session presentations.



Trade North America

international marketing campaign? How can you find out if inquiries from international companies to your website are "real"?

12:00 PM

Conference Adjourns

1:30-5:00 PM

Individually Scheduled Meetings (to include Matchmaking Sessions) with Senior Commercial Officers (SCOs) from Canada and Mexico

*This agenda is preliminary and is subject to change.

** A Request for Proposals (RFP) was issued for concurrent session presentations.