

**Western Hemisphere Business Opportunities Forum
World Trade Month Kickoff Event
Miami Airport Hilton**

DRAFT CONFERENCE AGENDA

Wednesday, April 18, 2012

- 7:30 - 8:30am** **Registration and Continental Breakfast**
- 8:30 - 9:15am** **Welcome Remarks**
- Florida Gov. Rick Scott (invited)
 - Ralph McNamara, Chairman, Florida District Council
 - Manny Mencia, Senior Vice President, International Trade and Development Enterprise Florida
 - Eduardo Torres, Director, South Florida – U.S. Commercial Service
- 9:15 - 9:30am** **Update on Free Trade Agreements with Colombia and Panama**
- Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere, U.S. Department of Commerce, International Trade Administration
- 9:30 - 9:45am** **Panel Discussion on Market Access Issues Resolved with FTAs**
- Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere, U.S. Department of Commerce, International Trade Administration
 - Panel Companies (TBD)
- 9:45 - 10:30am** **Opportunities in North America**
Panel Presentations by U.S. Commercial Service Senior Commercial Officers from Canada and Mexico
Moderator: Fred McMullen, FedEx, Gold Sponsor
Panel Members:
- Richard Steffens, Canada; Minister Counselor for Commercial Affairs, U.S. Embassy in Ottawa, Canada
 - Ann Bacher, Minister Counselor for Commercial Affairs, U.S. Embassy in Mexico City, Mexico
- 10:30 - 10:45am** **Coffee Break**
- 10:45 - 11:30am** **Opportunities in Chile and Peru**
Panel Presentations by U.S. Commercial Service Senior Commercial Officers from Chile and Peru
Moderator: Alan Hill, Port Everglades, Gold Sponsor
Panel Members:
- Mitch Larson, Counselor for Commercial Affairs, U.S. Embassy in Santiago, Chile
 - Sheryl Pickney-Maas, Commercial Attaché, U.S. Embassy in Lima, Peru

11:30 - 12:15 pm

Opportunities in Colombia and Panama

Panel Presentations by U.S. Commercial Service Senior Commercial Officers from Colombia and Peru

Moderator: Bill Johnson, PortMiami, Gold Sponsor

Panel Members:

- Cameron Werker, Counselor for Commercial Affairs, U.S. Embassy in Bogota, Colombia
- Daniel Crocker, Commercial Attaché, U.S. Embassy in Panama City, Panama

12:15 – 1:15pm

Lunch: Economic Update on the Western Hemisphere

Keynote Speaker: Tony Villamil, Dean, School of Business, St. Thomas University, Miami, Florida, Former Undersecretary of Commerce for Economic Affairs, U.S. Department of Commerce.

1:15 - 2:15 pm

Panel Discussion: Tools for Exporters – Using case studies to analyze how each agency on the panel can help exporters

Moderator: Lenny Feldman, Sandler, Travis & Rosenberg, P.A., Bronze Sponsor

Panel Members:

- Cathy Feig, U.S. Commercial Service
- Representative of Enterprise Florida, Inc. (TBD)
- Desmond Alufohai, Economic Development Office, Miami-Dade County
- Sharyn Koenig, Export-Import Bank of the United States
- Mary Hernandez, Regional Manager, Export Solutions Group, Office of International Trade, U.S. Small Business Administration

2:15 - 2:30pm

Coffee Break

2:30 – 3:30pm

Opportunities in the Central American and Caribbean Region

Panel Presentations by U.S. Commercial Service Senior Commercial Officers from Costa Rica, Dominican Republic and El Salvador

Moderator: Ivan Barrios/Manny Mencia (TBD), Enterprise Florida, Platinum Sponsor

Panel Members:

- Bryan Smith, Counselor for Commercial Affairs, U.S. Embassy in San Jose, Costa Rica
- Robert O. Jones, Regional Counselor for Commercial Affairs for the Caribbean, U.S. Embassy in Santo Domingo, Dominican Republic
- Ireas Cook, Regional Counselor for Commercial Affairs for Central America, U.S. Embassy San Salvador, El Salvador

3:30 – 4:30 pm

Opportunities in Argentina, Uruguay and Brazil

Panel Presentations by U.S. Commercial Service Senior Commercial Officers from Uruguay and Brazil

Moderator: Art Furia, Shutts & Bowen, Silver Sponsor

Panel Members:

- Jim Rigassio, Regional Counselor for Commercial Affairs for Argentina and Uruguay, U.S. Embassy in Buenos Aires, Argentina

- Brian Brisson, Minister Counselor for Commercial Affairs, U.S. Embassy in Brasilia, Brazil

4:30 – 4:45pm

Signing Ceremony – Partnership Agreements

Moderator: Chamber of Commerce (TBD)

Partners: Beacon Council, Greater Miami Chamber of Commerce, EFI, Office of Economic Development and International Trade for Miami-Dade County, Florida Foreign Trade Association, World Trade Center Miami

4:45 - 5:00pm

Closing Remarks

- Francisco Sanchez, Undersecretary for International Trade Administration, U.S. Department of Commerce

5:00 - 5:30pm

Transit to Port Miami

5:30 - 7:00pm

Reception Hosted by Port Miami

Speakers:

- Bill Johnson, Director, Port Miami
- Francisco Sanchez, Undersecretary for International Trade Administration, U.S. Department of Commerce

Thursday, April 19, 2012

8:30am-11:30am

One-on-One Meetings with Senior Commercial Officers

11:45am-1:30pm

Lunch

1:45pm-5:00pm

One-on-One Meetings with Senior Commercial Officers