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)

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