



Taking Your Business Global:

Improve Your Exporting and Importing Skills

June 15-17, 2006

Port of Seattle | Pier 69 Headquarters "2DEast"

Preliminary Agenda

(This agenda is subject to change.)

Thursday, June 15

8:30 REGISTRATION AND COFFEE

9:00 – 10:00 INTRODUCTION

10:00 – 12:00 MORNING SESSION

- **Current Macro Economic and Global Issues**
Debra Glassman, University of Washington
- **Today's International Environment**

12:00 – 1:00 NETWORKING LUNCH

- **U.S.-China Trade and Investment – A Strategic Approach**
Kent Mao, Chairman and CEO, North America Industrial Investment Co: "US-China Trade & Investment -- A Strategic Approach"

1:00 – 5:00 AFTERNOON SESSION

- **Why Go Global?**
- **Global Customs and Trade Regulations**
Bernel Goldberg, Attorney with Garvey Shubert Barer
- **International Marketing**

5:00 ADJOURN

Friday, June 16

- 8:30** **COFFEE**
- 9:00 – 12:00** **MORNING SESSION**
- **International Marketing**
 - **Data Sources for Market Research**
- 12:00** **NETWORKING LUNCH**
Presentation is by Supervalu International's Director of Merchandising and Marketing, Ms. YuLing Lin
- 1:00 – 5:00** **AFTERNOON SESSIONS**
- **International Supply Chain Management**
 - **Get the Most Out of Your Freight Forwarder and Customs Broker**
Philip Hansen, General Manager, DFDS Transport
- Introduction to Tax and Accounting**
- 5:00** **ADJOURN**

Saturday, June 17

- 8:30** **COFFEE**
- 9:00 – 12:00** **MORNING SESSION**
- **Federal, State, and Local Export Promotional Programs and Resources**
Andreas Udbye, World Trade Center, Tacoma
 - **Export Credit Financing and Insurance**
Richard Day, Atlantic Pacific Trade Risk Group
Warren Gross, Export Finance Assistance Center, Managing Director & President
 - **Trade Finance and Foreign Exchange**
- 12:00** **NETWORKING LUNCH**
Presentation is by local exporter TBA
(Milton Cole pulled out, and we are awaiting replies from two alternative candidates)
- 1:00 – 5:00** **AFTERNOON SESSION**
- **International Legal Consideration and U.S. Export Regulations**
 - **Taking Advantage of Trade Agreements**
 - **International Strategic Management**
 - **Class Exercise and Program Wrap-up**
- 5:00** **ADJOURN**