



## **World Trade Opportunities and Challenges Agenda**

Date: September 18, 2014

Registration: 7:30 am. Program: 8:00 to 10:30 am.

Location: Bingham, Greenebaum Doll LLP, 101 S. Fifth Street, Suite 3500, Louisville KY 40202

Cost: \$25

To register please visit [www.wtcky.org](http://www.wtcky.org) or [click here](#).

### **Meet the Players**

Robert Brown, District Export Council of Kentucky and Southern Indiana

Ed Webb, World Trade Center Kentucky

Peggy Pauley, US Department of Commerce

Morgan Pierstorff, Kentucky Export Initiative

### **The Importance of Exports: Small Companies Can Benefit and Grow**

Zack Scott, President Ohio Valley District UPS

### **Role Modeling**

Briefing by BEAM Companies: Haley Stevens

The Bluegrass Economic Advancement Movement (BEAM) Kentucky Export Promotion Program helps increase export capacity and activity. Learn how several companies benefitted from this program to establish and grow their exports.

### **Kentucky Products Sold to the World—Top Markets**

Morgan Pierstorff, Kentucky Export Initiative

### **Mentoring**

Meet with trade experts at briefing tables. There will be three sessions of 20 minutes.

Attendees can obtain advice on strategy, resources, and more. Topics include:

- Market Research – Brian Miller (USDoC)
- Marketing and Match Making – Peggy Pauley (USDoC)
- Finance – Mark Klein (Export-Import Bank), Mike Guenther (Fifth Third)
- Insurance – Warren Geiger (UPS Capital)
- Taxes and Legal Considerations – Kevin Heyde (MCM), Robert Brown (BGD)
- Logistics and customs brokers – UPS and FedEx
- Mexico – Jeanine Duncliffe (BEAM)
- Canada – Brad Thomas (KEI)
- Europe/Africa – Campbell Barnum (DDW)
- Asia/Middle East – Paul Haydon (Armagon)

### **Taking Your Products and Services to the World: Next Steps**

Judy Rising-Reinke, Deputy Director General, US and Foreign Commercial Service

Ed Webb, President and CEO, World Trade Center Kentucky