



28th Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network
Massachusetts Export Center

presents



Fall 2018

Partners for Trade

Seminar and Registration Guide

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Charles D. Baker, Jr.
Massachusetts Governor

The Massachusetts Export Center is committed to helping the state's businesses succeed in today's global marketplace.

*The world is your market.
Take the next step.
Join us as a partner for trade.*



Robert H. Nelson
SBA District Director



Register online at www.mass.gov/export



Preregistration is required for all events. **Payment** via credit card is due at the time of registration. Credit cards are not accepted at the door. **Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual session prices will prevail.

Cancellation/Refund Policy: If you cancel your registration at least 48 hours prior to the event, you will be entitled to a refund minus a \$10 processing fee. No refund will be given on notifications received after that time or in any no-show situation. All cancellation and refund requests must be made to info@msbdc.umass.edu or 413-545-6309. The Export Center reserves the right to cancel or reschedule a seminar due to insufficient enrollment or other circumstances. In the case of cancellation, registration fees will be refunded.

No Shows: Due to the costs we incur as a result of people who register for seminars and do not attend, the Massachusetts Export Center will bill unpaid registrants for the full cost of the event unless cancelled 48 hours in advance of the event. Credit cards will not be refunded in any no-show situation.



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Although accurate at press time, seminars may be added, rescheduled or cancelled. To confirm dates, please visit our website at www.mass.gov/export.

Program Descriptions

STEP Grant Application Webinar

Join us to learn about the Massachusetts State Trade Expansion Program (“STEP”), which is available to eligible Massachusetts small businesses for the purpose of increasing export sales of their goods and services.

The Massachusetts STEP program is administered by the Massachusetts Office of International Trade and Investment, in collaboration with the Massachusetts Export Center, through a grant from the U.S. Small Business Administration.

This webinar will discuss the parameters of the Massachusetts STEP program and walk participants through the STEP application process. The webinar will provide guidance on completing the application and discuss specific elements that are critical for successful applicants. The webinar will also provide tips on assessing export readiness and planning international marketing activities in support of the STEP application.

Those applicants who have demonstrated a strong commitment to exporting with a well-planned export strategy will have the best likelihood of success!

Special Note: Federal funding for the 2018-2019 Massachusetts STEP program has not yet been appropriated. Applicants must complete and submit their applications with the understanding that there is a risk that the program will not be funded. Applicants must also understand that grant awards are made on a competitive basis. For more information, visit www.mass.gov/export/step.

Date: Friday, September 21, 2018

Time: 11:30 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: No charge

Tariff Wars: Strategies for Managing Change in a Volatile Global Trade Environment

2018 has been the most volatile year on record for U.S. and global tariff policy. The U.S. has imposed steep, additional tariffs on billions of dollars' worth of imports under Section 232 of the Trade Expansion Act of 1962 and Section 301 of the Trade Act of 1974.

A wide range of U.S. imports is targeted under these tariffs, such as steel and aluminum imports under Section 232, and various imports from China under Section 301. Other countries have responded, in turn, with their own retaliatory tariffs against U.S. goods as well.

Join us for this timely webinar that will review these recent tariff developments, including the scope of goods affected, applicable duty rates, and guidance on where to find information globally. The webinar will also provide information on best practices for developing tariff strategies to contend with the actions, managing changes and developing mitigation remedies.

Finally, the program will review the process for seeking exclusions from the tariffs. We will also provide the Asian perspective on these actions, how foreign companies are coping with these developments, and what this means for U.S. companies doing business in Asia.

Our speakers will be:

- Todd Liao, Partner – Morgan, Lewis & Bockius LLP (Shanghai, China)
- Kenneth Nunnenkamp, Partner – Morgan, Lewis & Bockius, LLP (Washington, DC)

Date: Thursday, October 4, 2018

Time: 9:00 - 10:30 a.m. EST

Location: Webinar

Cost: \$50 / no charge for Compliance Alliance members

The New Export Control Reform Act and Foreign Investment Risk Review Modernization Act: Implications for Trade and Investment

On August 13, 2018, President Trump signed into law the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (NDAA), which includes the Export Control Reform Act (ECRA) and the Foreign Investment Risk Review Modernization Act (FIRRMA). This landmark legislation will have far-reaching impact for U.S. businesses, including exporters, developers of emerging technologies, and potential recipients of foreign investment.

The ECRA provides a permanent statutory basis for export controls and antiboycott requirements, following the 2001 lapse of the Export Administration Act of 1979. The ECRA codifies many existing regulations, definitions, practices and rules, as well as the civil and criminal penalties for violations of these rules. Notably, the ECRA mandates an interagency review of controls on exports to countries subject to a U.S. or U.N. arms embargo. These reviews are expected to generate additional end-use and end-user-based controls on exports to China and other markets.

Also of significance is the establishment of an interagency process to identify “emerging and foundational technologies,” and impose licensing requirements on exports of these technologies to D:5 countries, including China. While the ECRA does not enumerate specific emerging and foundational technologies, it is anticipated that industries such as robotics, artificial intelligence, aerospace, financial technology, and other sensitive or cutting-edge technologies will be targeted. Finally, the ECRA would also impact the Commerce Department’s licensing procedures under the EAR, enhancing the factors to be assessed when considering license approvals.

The FIRRMA expands the jurisdiction and powers of the Committee on Foreign Investment in the U.S. (CFIUS). CFIUS is the inter-agency committee of the U.S. government authorized to review, investigate and block any transaction or investment that could result in the control of any U.S. business or asset by a foreign person that may raise national security concerns or involve critical infrastructure. FIRRMA modifies and adds to the factors that CFIUS may consider when conducting its national security analysis. FIRRMA also expands the scope of covered transactions under CFIUS jurisdiction to include certain real estate transactions and other investments in sensitive U.S. businesses

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Join us for this important webinar that will review the ECRA and FIRRMA, their implications for companies engaged in global business, and strategies for managing changes ahead.

Our esteemed special guest speaker will be Kevin Wolf, Partner with Akin Gump Strauss Hauer & Feld, LLP and former Assistant Secretary of Commerce for Export Administration.

Date: Friday, October 12, 2018

Time: 11:30 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: \$50 / no charge for Compliance Alliance members

Developing Your Export Compliance Program

Any company that is serious about exporting needs a formal export compliance program in place. Export compliance programs demonstrate a company's commitment to compliance and outline specific policies and procedures to ensure compliance, taking into account the company's entire global organization, specific products and technologies, international business activities and more. Developing and managing a truly functional and adaptable export compliance program can be an overwhelming and challenging task for many businesses, however.

This webinar will provide practical guidance on developing an export compliance program, including: risk assessment; export compliance team building; integration of export compliance operations; and other critical elements for an effective export compliance program.

The program will also touch upon assessing the effectiveness of export compliance operations and maintaining a dynamic compliance program that keeps pace with organizational and regulatory changes.

Our speaker will be Mark Finnerty, Senior Consultant with DL Exports International.

Date: Thursday, October 18, 2018

Time: 11:00 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: \$50 / no charge for Compliance Alliance members

Best Practices for Export Control Classification and Licensing

Accurate export control classification is essential to export regulatory compliance. But classification can be an arduous process for many companies. Evolving export control definitions, highly technical specifications and the complex structure of export control lists all make classification difficult. Equally as challenging can be the export licensing process itself, where even experienced export compliance practitioners can face an occasional RWA.

This briefing will feature leading local trade compliance practitioners who will share their thoughts and best practices for export control classification and licensing, with an emphasis on effective preparation of submittals to federal export licensing authorities, including classification requests and license applications.

The briefing will also provide insight on self-classification, export license determination, license exception usage, and working with federal authorities to manage the export authorization process.

Speakers include:

- Alex Glowatz, Global Compliance & Ethics Counsel – Teradyne, Inc.
- Sarah Innes, Director, Export Compliance – QinetiQ North America
- Greg Kane, Manager, Global Logistics & Trade Compliance – Endeavor Robotics

Date: Thursday, November 1, 2018

Time: Registration 9:30 a.m.; Program 10:00 a.m. - 12 noon

Location: Teradyne, Inc., 600 Riverpark Drive, North Reading

Cost: \$50 / no charge for Compliance Alliance members

The Teradyne logo is displayed in a bold, blue, sans-serif font. The background of the entire page is a faded, grayscale image of industrial machinery, including a large crane or gantry system and a truck, which provides a technical and industrial context for the document.

Establishing, Managing and Motivating International Distribution Channels

Most exporters depend on channel partners, such as distributors or sales representatives, to generate sales in overseas markets. In fact, an exporter's success in an overseas market is often directly tied to the effectiveness of the company's channel partner in that market.

Effectively negotiating and structuring contracts with these partners is equally critical for achieving profits and growth while minimizing confusion, disputes and poor performance. This seminar will provide tips for finding reliable overseas partners and providing the support and motivation they need in order to effectively generate sales.

The seminar will also provide guidance for achieving a win-win agreement and relationship with overseas channel partners. Specific topics to be discussed include identifying, qualifying, managing, supporting and motivating overseas channel partners; effectively managing contract negotiations; sales and performance requirements; exclusivity; essential contract elements; dispute resolution alternatives and more.

The program will also include real-world examples and best practices from a panel of exporting firms who will discuss strategies for success. This program will benefit top management, international sales and marketing staff, export operations staff, and in-house counsel.

Speakers include:

- Maryanne Burke, Senior International Trade Specialist – U.S. Department of Commerce
- Brooke Fishback, Managing Director – Go & Grow Global LLC
- Neil Isreb, International Sales Manager – Rexa, Inc.
- David Long, Chief Operating Officer – V.H. Blackinton & Co.
- Nancy Lowd, Senior International Trade Advisor – Massachusetts Export Center

Date: Friday, November 2, 2018

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 12 noon

Location: HarborOne U, 131 Copeland Drive, Mansfield

Cost: \$50

Tariff Management: Rethinking Your Supply Chain for Today's International Trade Climate

With recent, dramatic escalations in U.S. and global tariffs, it has become increasingly important to manage supply chains via tariff management.

Tariff management involves a systematic approach to taking advantage of all opportunities provided by the Customs regulations to reduce your total duty burden while remaining compliant with laws and regulations. An effective tariff management program allows your company to profit by reducing costs of doing business in a fiercely competitive global economy.

This seminar, which will focus on tariff management, is targeted at importers and exporters that are looking to reduce, eliminate or defer tariffs through mechanisms such as duty drawback and tariff engineering, and using free trade zones, temporary import bonds, and customs bonded warehouses.

This interactive program will feature well-known experts in the area of tariff management and will provide an opportunity for the participants to ask specific questions relevant to their global trade operations.

Speakers include:

- Matthew Bock, Esq., LCB , Partner – Middleton & Shrull
- Lewis Frazer, Senior Vice President – Barrett Distribution Centers
- Robert Kenneally, President – New England Drawback Specialists, Inc.

Date: Wednesday, November 7, 2018

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 12 noon

Location: Massachusetts Technology Collaborative, Karl Weiss Center, 75 North Drive, Westborough

Cost: \$50 / no charge for Compliance Alliance members



Join us for the state's largest and most important export event of the year that brings together resources, training and information for the local exporting community!

The Massachusetts Export Center's Export Expo provides a forum for exporters to connect with the wide range of export resources available in Massachusetts while learning about issues that impact their day-to-day export operations.

The event will include an exhibit area featuring government, non-profit and private sector service providers serving the export community. Coinciding with the exhibition, the Export Center will convene workshops and roundtable discussions throughout the day on a variety of export-related topics.

This year's Export Expo will focus on the rapidly-changing global trade environment, including recent and anticipated shifts in U.S. trade policy. Hot-button issues such as China and tariff policy, NAFTA and free trade policy, export controls, sanctions, enforcement and more will be addressed, with a focus on helping companies to navigate a dynamic and increasingly complex global trade environment.

The Export Expo will feature influential guest speakers, opportunities to connect with experts to answer your specific export questions, networking, and fun! This event regularly sells out. Space is limited, so register early!

Exhibitor and sponsorship opportunities are available. For additional information, please visit our website or contact Paula Murphy at 508-439-5798.

Date: Friday, December 7, 2018

Time: Registration & Exhibits Open at 9:00 a.m.; Program 9:30 a.m. – 4:00 p.m.; Networking reception to follow

Location: State Transportation Building, 2nd Floor Conference Center, 10 Park Plaza, Boston - includes workshops, exhibits, breakfast, lunch and networking reception

Cost: \$45 / no charge for Compliance Alliance members

Partners and Cosponsors

The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts



Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website.

The **Massachusetts Small Business Development Center Network** (www.msdbc.org),



through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with advisors housed in Boston, New Bedford and Westborough.



MASSDEVELOPMENT



The **Massachusetts Office of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handing foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.



The MSBDC has three integrated product lines: business advisory services, international trade assistance and government contracting.

Successful entrepreneurs continually seek ways to improve the management and operation of their business, often seeking outside advice to help with particular challenges. Studies consistently show that Massachusetts citizens receive a strong return on their investment by utilizing the services of the MSBDC Network. MSBDC clients outperform other businesses in the state in average sales and job growth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development, and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst, and including Clark University and Salem State University.

State Office413-545-6301

Business Advising Centers

- Berkshire Regional Office413-499-0933
- Central Regional Office508-793-7615
- Massachusetts Export Center
 - Headquarter Office / Eastern MA Area617-973-6610
 - Central & Western MA Area.....508-887-5412
 - South Coast & Cape Area508-999-1388
- Northeast Regional Office978-542-6343
- Procurement Technical Assistance Center413-545-6303
- Southeast Regional Office508-673-9783
- Western Regional Office413-577-1768

Visit our website at www.msbdc.org



Compliance Alliance



The Compliance Alliance is a special initiative of the Massachusetts Export Center designed to help the state's businesses enhance their export compliance and global trade competitiveness.

The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues.

Member activities and benefits include:

- **Best Practice Briefings:** Participate in periodic briefings addressing a variety of compliance issues while providing an opportunity for exporters to network and share best practices.
- **Conferences & Training:** Stay up-to-date on a broad range of export regulatory compliance issues. Members receive special discounts for these in-depth conferences and training programs featuring export practitioners, service providers, and government regulatory authorities.
- **Online Member Directory:** Connect with other export compliance practitioners for networking, advice and benchmarking.
- **Online Resources:** Access our members-only export compliance resource library, databank and job board.

www.mass.gov/export/compliance

Our Provident

The Provident is an innovative, commercial bank that finds solutions for our business and private clients. We are committed to strengthening the economic development of the regions we serve, by working closely with businesses and delivering superior products and high-touch services to meet all their banking needs.

International

"As a start-up company we needed a bank that was willing to work with us through various rounds of funding. The Provident Bank was that bank. Plus, they had the knowledge and expertise to guide us through our first international contracts. The Provident truly goes above and beyond for their clients."

Dr. Timothy Antaya,
Founder and Manager
Antaya Science and
Technology



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The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

For further information, visit our website at **www.mass.gov/export**.



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