



*29th Annual Executive Seminar Series on International Trade*

**Massachusetts Small Business Development Center Network  
Massachusetts Export Center**

presents



Spring 2019

# Partners for Trade

Seminar and Registration Guide

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U.S. Small Business Administration | MA Office of Business Development  
Isenberg School of Management | University of Massachusetts Amherst  
MassDevelopment | Massachusetts Office of International Trade & Investment  
U.S. Department of Commerce



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](http://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 [pft@msbdc.umass.edu](mailto:pft@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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The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ-19-B-0001 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. By contacting our office and requesting at least two weeks in advance, every attempt will be made to reasonably accommodate persons with disabilities and those who need translation services. Contact the Massachusetts Export Center at 617-973-6610. ©Copyright 2019



## PARTNERS FOR TRADE CALENDAR

### MARCH

- 28** Powering Your Exports: A Program for Manufacturing and Tech Companies (Brockton) .....6

### APRIL

- 5** Powering Your Exports: A Program for Manufacturing and Tech Companies (Woburn).....6
- 25** Best Practices for Voluntary and Required Self Disclosures (webinar).....2

### MAY

- 3** Best Practices for Export Enforcement Management (Lowell) .....3
- 8** Powering Your Exports: A Program for Manufacturing and Tech Companies (Attleboro).....6
- 9** Duty Drawback: Your Secret Weapon in The Tariff War (webinar).....4
- 17** Foreign Investment & Export Control Update: Next Steps Under the FIRRMA & ECRA (webinar).....5
- 30** Powering Your Exports: A Program for Manufacturing and Tech Companies (Lawrence) .....6

### JUNE

- 6** China Trade Update (webinar) .....8
- 19** Powering Your Exports: A Program for Manufacturing and Tech Companies (Springfield) .....6

### JULY

- 19** Managing Export Operations and Compliance (webinar) ....9

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# Program Descriptions

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## Best Practices for Voluntary and Required Self Disclosures

Export control, economic sanctions and other related laws are complex and ever-changing. As such, U.S. companies engaged in international business transactions are at heightened risk for non-compliance. Even diligent, well-intentioned exporters often make mistakes in this dynamic regulatory climate. Exporters uncovering potential violations confront the question whether to voluntarily self-disclose the matter to the relevant federal agency. Disclosure may be recommended in order to avoid or mitigate penalties, or to present a “clean house” for investors, lenders, or underwriters. In some instances, federal law requires disclosure and a blocking of funds or property interests, failure of which may constitute additional violations.

This webinar will discuss factors affecting the decision whether to disclose export or sanctions violations, including the definitive identification of violations, likelihood of detection and enforcement action, possible fallout, and potential implications for employees and business partners. The webinar will also address what should be disclosed, how and when to make the disclosure, and how to minimize the likelihood of a penalty, including remedial actions. Finally, we will discuss best practices for working with outside counsel, investigating violations, preparing disclosures, and interacting with relevant federal agencies. In addition to discussing EAR, ITAR and OFAC disclosures, we will also discuss related disclosures and notifications under the DFARS cybersecurity requirements and CFIUS.

Our speaker will be Kerry Scarlott, Partner with Baker & Hostetler LLP.

**Date:** Thursday, April 25, 2019

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

**Location:** Webinar

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

## Best Practices for Export Enforcement Management

Enforcement of export regulations is carried out by a number of federal agencies with “boots on the ground” at the local level. Indeed, it is not unusual for businesses engaged in global trade to occasionally receive a knock on the door from these agencies when they are investigating a case, targeting specific industry sectors, or conducting general outreach.



Join us to hear directly from special agents on current trends in export enforcement, what they look for in effective export compliance operations, and how exporters should approach their relationships with the enforcement community. We will also hear from the industry perspective on establishing protocols for preparing for enforcement visits and managing relationships with enforcement authorities.

Our speakers will be:

- Jon Bentsen, Special Agent Counter-Proliferation Investigations Group, Homeland Security Investigations — U.S. Immigration & Customs Enforcement
- William Higgins, Acting Special Agent in Charge, Boston Field Office — U.S. Department of Commerce, Office of Export Enforcement
- Thomas Porro, Export Control Compliance Manager — University of Massachusetts Lowell
- Brian Solecki, Resident Agent in Charge Defense Criminal Investigative Service, Boston Resident Agency — U.S. Department of Defense

**Date:** Friday, May 3, 2019

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

**Location:** University of Massachusetts Lowell Innovation Hub, 110 Canal Street, Lowell

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

## Duty Drawback: Your Secret Weapon in the Tariff War

With recent, dramatic escalations in U.S. and global tariffs, it has become increasingly important for companies to investigate creative alternatives to help them remain competitive and maintain international sales revenue. If your company imports goods and either re-exports them or exports equivalent products, whether or not they have been altered or incorporated into finished products, you should consider adding Duty Drawback to your trade arsenal to help offset high tariffs.

The drawback regulations under the Trade Facilitation and Trade Enforcement Act (TFTEA) were updated as of February 24, 2019 to modernize the law. The amended regulations make it easier to file and process drawback claims by requiring electronic filing, providing for more flexible merchandise substitution allowances, simplifying record keeping requirements, standardizing timelines for filing claims and reducing the data required for claim submissions.

Join us for this timely program to learn more! This webinar will provide an overview of Duty Drawback allowances and procedures, as well as an update on the Drawback regulations under TFTEA.

Our speakers will be:

- Sheila Milne, Manager, Tax, Trade & Customs — KPMG LLP
- James Mulvehill, Senior Manager, Tax, Trade & Customs — KPMG LLP

**Date:** Thursday, May 9, 2019

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

**Location:** Webinar

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

## Foreign Investment & Export Control Update: Next Steps Under the FIRRMA & ECRA

On August 13, 2018, the Export Control Reform Act (ECRA) and the Foreign Investment Risk Review Modernization Act (FIRRMA) were signed into law. This landmark legislation will have far-reaching impact for U.S. businesses, including exporters, developers of emerging technologies, and potential recipients of foreign investment.

In recent months, implementation of the ECRA and FIRRMA have gotten off to a quick start, with the Committee on Foreign Investment in the U.S. (CFIUS) announcing its pilot program and the Bureau of Industry and Security (BIS) opening comment periods regarding “emerging and foundational technologies” targeted for possible enhanced export control.

This webinar will provide an update on the current status of implementation of both the ECRA and the FIRRMA. Topics to be covered include the status of rulemaking by BIS on the definition of “emerging technologies” to be controlled under the Export Administration Regulations; an update on the CFIUS pilot program, which requires declarations to be filed regarding foreign investments in many U.S. companies that develop or produce export-controlled products; and developments regarding next steps for implementation of both the ECRA and the FIRRMA.

Our speaker will be Gwendolyn Jaramillo, Partner with Foley Hoag LLP.

**Date:** Friday, May 17, 2019

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

**Location:** Webinar

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

## Powering Your Exports: A Program for Manufacturing and Tech Companies

If you are a manufacturing or technology company in Massachusetts, you should be connected to the global market. Many successful exporters derive more revenue from outside the U.S. than from within it. How do they do it? What steps can you take to do the same? And how can you build export operations that are both effective and compliant?

This program is about taking your sales and operations to the next level. We will discuss the steps to take for international expansion, implementation of export operations, and some of the potential pitfalls to be avoided.

We will also review the many government resources, including grants and other supports, that are available to help supercharge your exports!

This no-cost seminar is available on several convenient dates around the state:

**Date:** Thursday, March 28, 2019

**Time:** Registration 8:30 a.m.; Program 9:00 - 10:30 a.m., including time for discussion

**Location:** Metro South Chamber of Commerce, 60 School Street, Brockton

*Cosponsored by the Metro South Chamber of Commerce*

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**Date:** Friday, April 5, 2019

**Time:** Registration 8:30 a.m.; Program 9:00 - 10:00 a.m.

**Location:** McLane Middleton, 300 TradeCenter, Suite 7000, Woburn

*Cosponsored by the North Suburban Chamber of Commerce*

**Date:** Wednesday, May 8, 2019

**Time:** Registration 8:00 a.m.; Program 8:30 - 10:00 a.m., including time for discussion

**Location:** Attleboro City Hall, Council Annex Room, 77 Park Street, Attleboro

*Cosponsored by the United Regional Chamber of Commerce and the City of Attleboro*

**Date:** Thursday, May 30, 2019

**Time:** Registration 8:00 a.m.; Program 8:30 - 10:00 a.m., including time for discussion

**Location:** IndusPAD Industrial Innovation Hub (formerly Polartec Fleece Headquarters), Rear Entry, 46 Stafford Street (Route 28), Lawrence

*Cosponsored by the Merrimack Valley Chamber of Commerce*

**Date:** Wednesday, June 19, 2019

**Time:** Registration 8:30 a.m.; Program 9:00 - 10:30 a.m., including time for discussion

**Location:** TD Bank Conference Center, 1441 Main Street, Springfield

*Cosponsored by the Springfield Regional Chamber of Commerce*



## China Trade Update

The U.S.-China trade relationship exceeded \$700 Billion in 2017, and China is our largest trading partner in manufactured goods.

Given the importance of the two-way trade relationship between the two countries, many U.S. companies have been deeply impacted by the numerous trade policy actions involving China over the past year.



Join us for this webinar for the latest on the U.S.-China trade relationship, including ongoing trade negotiations. We will discuss the impact of China's access to U.S. technology on the development of trade policy as well as related issues, such as counterintelligence trends, intellectual property protection, technology transfer, and more.

We will also discuss two-way tariff developments between the U.S. and China. Finally, we will address trends with China and foreign investment approvals under the Committee for Foreign Investment in the U.S. (CFIUS) as well as trends with China and enhanced end user restrictions under the Export Control Reform Act and other related cases, such as Huawei.

Our speaker will be Giovanna Cinelli, Practice Lead, International Trade & National Security with Morgan, Lewis & Bockius LLP.

**Date:** Thursday, June 6, 2019

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

**Location:** Webinar

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

## Managing Export Operations and Compliance

In today's complex export environment, regulatory compliance and traditional operational issues are inextricably linked. Even simple logistical or reporting mistakes may have repercussions that can lead to noncompliance. Companies that don't take a holistic and systematic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

This webinar will provide an overview of the U.S. export regulatory environment, including essential steps for compliance with export controls and sanctions laws. The webinar will also discuss other steps in the export operational process, including AES reporting, global trade classification, free trade agreement compliance, shipping terms, export documentation, and more.

This nuts-and-bolts program will provide you with the essentials for ensuring compliance and help you to cut through the confusion that can sometimes impede export operations. Bring your questions!

Speakers include:

- Paula Murphy, Director — Massachusetts Export Center
- Kathleen Newell, Trade Compliance Manager — Massachusetts Export Center

**Date:** Friday, July 19, 2019

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

**Location:** Webinar

**Cost:** No charge



# Partners and Cosponsors

The **Massachusetts Export Center** ([www.mass.gov/export](http://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.msbd.org](http://www.msbd.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; handling 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.

# MSBDC Network

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/SBIR.

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 Office** .....413-545-6301

## **Business Advising Centers**

- Berkshire Regional Office .....413-499-0933
- Central Regional Office .....508-793-7615
- Government Sales Advisory Program .....508-870-3193
- Massachusetts Export Center
  - Headquarter Office / Eastern MA Area ..... 617-973-6610
  - Central & Western MA Area.....508-887-5412
  - South Coast & Cape Area .....508-999-1388
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6303
- SBIR Program .....508-673-9783
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-577-1768

**Visit our website at [www.msbdc.org](http://www.msbdc.org)**



# Compliance Alliance

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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](http://www.mass.gov/export/compliance)**

# Our Provident

## Export Financing

*"Finding a commercial bank with specialized lending programs and experienced lenders allowed us to finance our international business export line of credit through The Provident Bank with a guarantee from EXIM. With all of our growth at Foxx Life Sciences, The Provident listened to our needs and found the right solution to finance our rapid business growth. I am very grateful for the support, the lending expertise, the great service, and the professionalism at The Provident."*

**Thomas Taylor**  
President and CEO  
Foxx Life Sciences



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Recognizing the need to make export services easily accessible to companies of all sizes, the Massachusetts Export Center serves as the state's complete 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.

For further information, visit our website at **[www.mass.gov/export](http://www.mass.gov/export)**.



@MAExportCenter