



*26th Annual Executive Seminar Series on International Trade*

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

presents



Fall 2016  
**Partners for Trade**  
Seminar and Registration Guide

*In Collaboration With*  
U.S. Small Business Administration  
Massachusetts Office of Business Development  
Isenberg School of Management, University of Massachusetts  
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 seminars. **Payment** is due with registration. We accept credit cards and personal and company checks. Credit cards are not accepted at the door. We do not accept cash or purchase orders, nor do we invoice participants. **Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar 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. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. Cancellations must either be emailed to [info@msbdc.umass.edu](mailto:info@msbdc.umass.edu) or called into 413-545-6309.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

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



U.S. Small Business Administration



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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-16-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: State Transportation Building, 10 Park Plaza, Suite 3730, Boston, MA 02116; telephone 617-973-8664. ©Copyright 2016



PARTNERS FOR TRADE CALENDAR

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Although accurate at press time, seminars may be added, rescheduled or cancelled. To confirm dates, please visit our website at [mass.gov/export](http://mass.gov/export).

# Program Descriptions

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## Creative Uses of Standby Letters of Credit and Other Security Tools for Exporters

Exporters are often faced with challenges in guaranteeing performance for overseas projects, bids or prepaid sales. There is a wide range of solutions available to exporters to help in these situations, including insurance, surety bonds, standby letters of credit, or a combination of these. Standby letters of credit in particular remain a flexible and economical yet underutilized resource for exporters.

This webinar will review all of these tools, with an extensive look at standby letters of credit and how they can be structured to meet the needs of all parties in an export transaction. Different uses of standby letters of credit will be reviewed, including bank or performance guarantees, support of advance payment and payment guarantees, as a secondary or backup means of payment for export sales, and more.

Join us to learn more about these valuable tools and how they can enhance your export competitiveness!

Speakers include:

- John Lavelle, Senior Managing Director, Structured Trade Credit and Political Risk Insurance — EIA Global
- Thomas Stapleton, Senior Vice President, International Banking — People's United Bank
- Zachary Tronti, Structured Trade Credit and Political Risk Insurance Broker — EIA Global

**Date:** Thursday, October 13, 2016

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

**Location:** Webinar

**Cost:** \$45





## Real-World Implementation of the New Export Control Definitions and DCS Rules

The Bureau of Industry and Security (BIS) and the Directorate of Defense Trade Controls (DDTC) have recently published two sets of landmark companion final rules affecting key definitions and terms under the Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR), respectively.



The first set of rules, which took effect on September 1, refined and harmonized several fundamental definitions while also clarifying the application of EAR controls over the electronic transfer and storage of technology and software. Some of the key definitions harmonized under both the EAR and ITAR include “export,” “reexport,” “release” and “transfer,” with several additional definitions revised under the EAR.

The second set of rules, which will take effect on November 15, revised and harmonized the Destination Control Statement (DCS) under both the EAR and the ITAR. These deceptively complex rules not only impact the DCS verbiage, but they also specify when the DCS must be used and introduce new requirements for provision of certain export control licensing and classification information on the Commercial Invoice.

Join us to hear the specifics of these new rules, including key definitions, requirements, and applications. You will also hear from two export compliance practitioners who will discuss how they are assessing and adapting their export operational procedures and business practices to ensure compliance with the new rules while minimizing disruption.

Speakers include:

- Brian Amero, Director of Global Compliance and Ethics — Teradyne, Inc.
- Dirk Petersen, Vice President, Contracts & Trade Compliance — AMETEK Aerospace and Defense
- Tahlia Townsend, Partner — Wiggin and Dana LLP

**Date:** Tuesday, October 4, 2016

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

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

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

## Essentials of Harmonized Tariff Classification and Free Trade Agreement Compliance

The importance of tariff classification in international trade transactions cannot be understated. Exporters and importers are responsible for proper classification of their items, while misclassification may result in Customs delays, or worse, costly penalties and possible Customs seizure. And proper tariff classification is the foundation for ensuring compliance with the 14 Free Trade Agreements currently in place between the U.S. and 20 other countries. In addition to accurate classification of items and parts, careful determination and documentation of origin is also necessary in order to take advantage of the duty-free preferences afforded under Free Trade Agreements while ensuring compliance.

There's a lot to like about



This full-day, hands-on program will provide participants with an in-depth review of the Harmonized Tariff Schedule (HTS), including the HTS structure, General Rules of Interpretation, and classification procedures and best practices. The seminar will also review Free Trade Agreement compliance and origin determination, including rules of origin and related concepts such as tariff shifts, regional value content and de minimis. Proper documentation under Free Trade Agreements will also be discussed.

Attendees are encouraged to bring either a hard copy of the Harmonized Tariff Schedule of the U.S. or a laptop or tablet computer in order to access the HTS online. We will conduct classification exercises and consult specific rules of origin as part of the workshop.

Speakers include:

- Matthew Bock, Partner — Middleton & Shrull, LLC
- Paula Connelly, Principal — Law Offices of Paula M. Connelly
- Roland Shrull, Founding Partner — Middleton & Shrull, LLC

**Date:** Thursday, October 20, 2016

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.

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

**Cost:** \$100 / \$50 for Compliance Alliance members (does not include parking)

## Export School Fast Track Certificate Program

The most successful exporters are those who properly educate themselves on the export process and who effectively plan their international business operations.

This one-day, fast-paced version of our Export School will offer three tracks on all major components of the export process: international sales and marketing; export logistics and banking; and export regulatory compliance and legal issues, including an overview of cyber security. This comprehensive seminar will offer one-stop-shopping for all of your export questions!

This program is ideal for busy export operations managers and executives who need a quick refresher or a high-level introduction to all aspects of exporting. Program participants will receive a certificate of completion from the Massachusetts Export Center. Space is limited, so register early!

Speakers include:

- Patrick Carnahan, Special Agent, Western Massachusetts Strategic Partnership Outreach — FBI
- Patricio Forno, President — AccelerateIBD LLC
- P. Ann Pieroway, Western Massachusetts Regional Director — Massachusetts Export Center
- Tom Stapleton, Senior Vice President, International Department Market Manager — People's United Bank
- Sarah Willey, Esquire — WMASSbizlaw

**Date:** Wednesday, November 9, 2016

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

**Location:** Bay Path University, Sturbridge Industrial Park, 1 Picker Road, Sturbridge

**Cost:** \$95 / \$70 for Compliance Alliance members (includes continental breakfast, lunch and seminar materials)



## Cloud, Cybersecurity, Encryption and Export Compliance: Assessing the Future of U.S. and Wassenaar Controls

We are in the midst of very dynamic times for information technology export controls. Recent BIS and upcoming DDTC rules will significantly enhance allowances for controlled technology and software to be stored or transmitted via the cloud. Encryption export regulations are also being updated. And the U.S. has gone back to the drawing board to draft a revised rule to implement Wassenaar controls on information security technology, software and services. These U.S. and Wassenaar cybersecurity rules are actively being negotiated and drafted in late 2016 and early 2017.

Join us to hear from Roz Thomsen, one of the nation's leading authorities on information technology export controls, who will discuss the latest on these issues. Roz will talk about the Wassenaar export controls on Intrusion Software and IP Network Surveillance Systems, the changes to the Export Administration Regulations governing Cloud Computing, and the last gasp of the Export Control Reform Initiative, updating the Encryption regulations.

The special guest speaker will be Roszel Thomsen II, Partner with Thomsen and Burke, LLP.

**Date:** Wednesday, November 16, 2016

**Time:** 11:00 a.m. - 12:30 p.m. EST

**Location:** Webinar

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

## Essentials of Export Logistics and Regulatory Compliance

In today's fast-changing international trade environment, understanding export requirements and regulations is a challenging task for many exporters, even the most experienced ones. New policies and laws constantly come online, with changes often implemented within very short time-frames.

This program will provide an overview of the essentials and recent changes in the areas of documentation, valuation, AES transition to ACE, and customs clearance in foreign markets.

The seminar will also address U.S. export compliance, including relevant



government authorities and regulations, jurisdiction, general prohibitions, export control classification and licensing, screening tools and practices, as well as basic elements of an export compliance program.

Speakers include:

- Christopher Chesna, Import and Export Manager – Mevion Medical Systems, Inc.
- Mark Finnerty, Senior Consultant – DL Exports International

**Date:** Tuesday, November 15, 2016

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:30 p.m.

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

**Cost:** \$100 / \$50 for Compliance Alliance members

## Recent Developments in Deemed Exports and Employment Discrimination

The release of technical data or technology to a foreign national in the United States, otherwise known as a "deemed export," has long been a compliance challenge, impacting relations with employees, contractors, interns, vendors, partners, customers, visitors and more. Additionally, 2016 has been an especially active year with a number of deemed export-related developments.

This webinar will bring you up to speed on the latest developments, including: new regulatory definitions for "export" and "release"; changes to U.S. government views on theoretical access to technical data; balancing deemed export and employment discrimination; how a Department of Justice (DOJ) Technical Assistance Letter may impact how you identify foreign nationals; visa petitions and deemed export compliance considerations; recent enforcement cases; and examples of deemed export compliance best practices.

Speakers include Steven Brotherton, Partner with Fragomen, Del Rey, Bernsen & Loewy, LLP.

**Date:** Friday, December 16, 2016

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

**Location:** Webinar

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



Join us for the most comprehensive export event of the year that brings together export resources, training and information – all under one roof!

The Massachusetts Export Center's Export Expo provides a forum for exporters to connect with the wide variety of export resources available in Massachusetts while learning about issues that impact their day-to-day export operations. Exhibitors will include law firms, banks, freight forwarders, consulting firms, translation firms, customs and compliance automated solutions providers, and various government and non-profit organizations serving the export community.

Coinciding with the exhibition, the Massachusetts Export Center will convene workshops and panel discussions throughout the day on a wide variety of export-related topics.

This year's workshops will address current issues of concern to exporters, such as export control policy trends, recent sanctions developments, the outlook for free trade expansion, and more! The Expo will also feature training on those day-to-day issues critical for effective management of your business' export growth and operation.

This year's 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. Please visit our website or contact Paula Murphy at 617-973-8664 for further information.

**Date:** Friday, December 9, 2016

**Time:** Registration & Exhibits Open 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.; Networking reception to follow at W Hotel - sponsored by Amber Road

**Location:** State Transportation Building, 10 Park Plaza, 2nd Floor Conference Center, Boston

**Cost:** \$35 / no charge for Compliance Alliance members

## STEP Grant Application Webinar

Join us to learn about the Massachusetts State Trade and Export Promotion Grant Program (STEP), which is available to eligible Massachusetts small businesses for the purpose of increasing export sales of their goods and services. Visit [www.mass.gov/export/step](http://www.mass.gov/export/step) to learn more about the STEP Grant.

The Massachusetts STEP Grant 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 Grant Program and walk participants through the STEP Grant 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!

STEP grant application deadline is Friday, December 16, 2016.

**Dates:** Choose from either Friday, November 18, 2016 or Wednesday, December 14, 2016

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

**Location:** Webinar

**Cost:** No charge

### *Save the Date!*

#### **23rd Annual International Business Forum & Networking Evening** Tuesday, February 28, 2017 | Boston

Join us for the premier international event of the year! This event attracts hundreds of New England companies involved in international business. The evening will feature a global trade and economic outlook, as well as an international resource center with international trade associations and government agencies exhibiting. More details will be posted on our website as planning progresses.

# Partners and Cosponsors

The **Massachusetts Export Center** ([mass.gov/export](http://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 or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network** ([msbdc.org](http://msbdc.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 counselors housed in Boston, Holyoke, New Bedford and Worcester.



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.



# 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 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, Salem State University, and the University of Massachusetts Boston.

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

### **Business Advising Centers**

- Berkshire Regional Office .....413-499-0933
- Boston Regional Office & Minority Business Center .....617-287-7750
- Central Regional Office .....508-793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters .....617-973-8664
  - Holyoke Office .....413-552-2316
  - New Bedford Office .....508-999-1388
  - Worcester Office .....617-973-8664
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6307
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-577-1768

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



Special thanks to Holyoke Community College and the New Bedford Area Chamber of Commerce for hosting the Massachusetts Export Center's regional offices.



# Compliance Alliance

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**The Massachusetts Export Center's Compliance Alliance is a special initiative 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:** Periodic briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Best practice briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For additional details, contact the Massachusetts Export Center at 617-973-8664 or visit our website at [www.mass.gov/export](http://www.mass.gov/export).



Massachusetts Export Center  
**COMPLIANCE**  
**ALLIANCE**

# MASSACHUSETTS EXPORT RESOURCE CENTER



The Massachusetts Export Resource Center is a comprehensive, one-stop resource for accessing a wide range of instructional and practical information on exporting to help your business grow and take advantage of international opportunities.

The Resource Center addresses the full range of export issues of concern to businesses, including export planning, international business development, global trade finance, global trade logistics and international trade regulatory compliance. The Resource Center also features a wide variety of educational tools, including on-demand training modules, videos guides, workbooks and templates.

We hope that you find the tools and information available through the Massachusetts Export Resource Center to be helpful as you navigate export markets! Registration is free!

[www.mass.gov/export/ResourceCenter](http://www.mass.gov/export/ResourceCenter)



University of Massachusetts  
MSBDC Network  
23 Tillson Farm Road  
Amherst, MA 01003-9346



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).**

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