



*27th Annual Executive Seminar Series on International Trade*

## Massachusetts Small Business Development Center Network Massachusetts Export Center

presents



Fall 2017

# Partners for Trade

Seminar and Registration Guide

*Corporate Sponsor*



*In Collaboration With*

U.S. Small Business Administration | MA 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 events. **Payment** is due at the time of registration. We prefer payment by credit card, though we also accept 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 session 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-17-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 617-973-8664. ©Copyright 2017



## PARTNERS FOR TRADE CALENDAR

### SEPTEMBER

- 29** Understanding VAT & GST for U.S. Exporters (webinar) .... 2

### OCTOBER

- 6** Developing Your Export Compliance Program (Allston) ..... 3
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### NOVEMBER

- 1** Export Classification, Valuation and Documentation (Fall River) ..... 5
- 2** Understanding the New China Export Control Law (webinar) ..... 6
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### DECEMBER

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

# Program Descriptions

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## Understanding VAT & GST for U.S. Exporters

Many exporters struggle to understand multi-jurisdictional VAT & GST regulations in the foreign markets where they do business.

Companies exporting to Canada, for example, may have difficulty determining if they meet the definition of a non-resident business, requiring GST registration. Moreover, with many VAT regimes in the EU and India's new GST rollout, navigating VAT/GST laws is becoming increasingly complex.

Join us for this webinar where we will hear from on-the-ground VAT/GST experts in Canada, India and Europe. Our speakers will provide the information needed to determine requirements and navigate laws for VAT/GST in these markets, and discuss the registration, recovery reporting processes from the perspective of the U.S. exporter. Our speakers will also discuss strategies for negotiating VAT/GST obligations with foreign buyers.

Speakers include:

- Chirag Bakshi, Partner — K.C. Mehta & Co. (India)
- Michael Fitton, Partner — Lohn Caulder LLP (Canada)
- Daphne Hemingway, Partner — Blick Rothenberg (UK)
- Milin Mehta, Partner — K.C. Mehta (India)
- David MacInnes, Senior Manager — Lohn Caulder LLP (Canada)

**Date:** Friday, September 29, 2017

**Time:** 10:00 - 11:30 a.m. EST

**Location:** Webinar

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

*This webinar is available in the archived section of our website.*





## 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.



Join us for this workshop for 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 workshop 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. Participants are also encouraged to join us for our follow-up program on Best Practices for Export Compliance Auditing & Oversight on October 26 in Burlington.

The speaker will be Jennifer Saak, Managing Director of Traliance LLC.

**Date:** Friday, October 6, 2017

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

**Location:** Harvard Innovation Lab, 125 Western Avenue, Allston

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

## Best Practices for Export Compliance Auditing and Oversight

Even the best export compliance program requires ongoing oversight and periodic auditing in order to expose weaknesses, address deficiencies and ultimately improve the efficacy of the program. The practice of export compliance auditing is particularly important in today's dynamic regulatory environment in order to minimize compliance vulnerabilities.



During this briefing, you will hear directly from export compliance practitioners about procedures and best practices for export compliance auditing and oversight. This program will provide guidance on various auditing options, development of audit modules and techniques, audit follow-up strategies and handling of violations that might be uncovered in the process.

Join us for the tools and tips that you need to tighten up your export compliance operations!

Speakers include:

- Michael MacDonald, Trade Compliance Manager — The Charles Stark Draper Laboratory
- Thomas Porro, Export Control Compliance Manager — University of Massachusetts Lowell
- Robert Prendergast, Global Trade Manager, Office of General Counsel — Raytheon

**Date:** Thursday, October 26, 2017

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

**Location:** Avid Technology, 75 Network Drive, Burlington

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



## Export Classification, Valuation and Documentation

Have you ever been unsure about how to classify your exports or what value to declare in AES or on your commercial invoice? Are you sometimes uncertain when completing export documentation? Are you unclear on how to value and document export shipments for repairs, returns or warranties?



Even for experienced exporters, documentary requirements for international trade can be a confusing and ever-changing tangle of papers, forms and regulations.

Moreover, in today's heightened regulatory trade environment, errors on export valuation and documentation can lead to penalties, customs problems and shipping delays.

Join us for this hands-on, practical program which will walk participants through the process of completing major export documents, such as the AES, Certificates of Origin, Commercial Invoices and others.

The seminar will also focus on correctly classifying and documenting the value of export shipments, including special cases such as warranty or repair shipments. Finally, the seminar will provide guidance on proper usage of Incoterms. Participants are encouraged to bring real-world examples and plenty of questions.

### Speakers:

- Matthew Bock, Esq. Partner — Middleton & Shrull
- Laura Mullen, President — L.J. Rogers Inc.

**Date:** Wednesday, November 1, 2017

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

**Location:** UMass Dartmouth Center for Innovation and Entrepreneurship, 151 Martine Street, Fall River

**Cost:** \$95 / \$75 for Compliance Alliance members - includes continental breakfast, light lunch and seminar materials

## Understanding the New China Export Control Law

In an effort to strengthen its export control regime, China drafted a new Export Control Law which, if enacted, will align its export control system more closely to those of other countries, including the U.S. If passed, the Export Control Law is due to take effect in 2018.

While the proposed law would bring China closer to fulfilling its international obligations under the UN Security Council, many U.S. exporters have questions about how it will affect their operations and sales in the country if enacted as drafted.

Some key points of concern include newly created re-export regulations that will place tighter controls on the re-export of goods with a certain percentage of foreign content; deemed export controls affecting non-Chinese citizens, including residents of Taiwan and Hong Kong; on-site inspections of end-users, and a strict licensing review process. Affected U.S. companies will be those with customers, manufacturing operations, subsidiaries or business travel in China.

Join us for this webinar to learn about how to prepare your business for possible changes under this new landmark Export Control Law.

Our speaker will be Anne H.Y. Peng, Special Counsel with Baker McKenzie (Hong Kong).

**Date:** Thursday, November 2, 2017

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

**Location:** Webinar

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





## Advanced International Letters of Credit and Export Financing

This seminar will review the entire letter of credit process, from the initial proforma invoice or quote to the actual shipment and payment. The program will discuss real-world letter of credit mechanics with an extensive look at how letters of credit can be structured to meet the specific needs of the buyer and the seller. Different types and uses of letters of credit will be reviewed, including transferable letters of credit, standby letters of credit, assignment of proceeds and banker's acceptances.



The seminar will also review letter of credit documents, common discrepancies, Incoterms and shipping documents. Hands-on, interactive format and case studies based on real-life situations will offer an opportunity to bring up your own questions and concerns.

In the final part of the program, we will focus on export financing programs. The following programs will be discussed: export working capital financing under the ExIm Bank Guaranty Program, export working capital financing through the SBA Guaranty Program, as well as various types of medium-term financing beneficial for exporters.

Company personnel who handle letter of credit transactions and personnel at the accounting and finance level are encouraged to attend. This program will also be of benefit to marketing and sales staff who need to be thoroughly versed in payment options in order to properly arrange international payment terms.

Speakers include:

- Kenneth Bender, VP & International Advisor — PNC Bank
- Anthony Guide, VP & International Advisor — PNC Bank
- Leanne Spees, Senior VP Int'l Finance — The Provident Bank

**Date:** Thursday, November 9, 2017

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

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

**Cost:** \$95 includes breakfast and lunch



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 variety 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 wide variety of export-related topics.

This year's Export Expo will focus on uncertainty in the current global trade landscape, including possible upcoming shifts in U.S. trade policy. Hot-button issues such as NAFTA renegotiation, free trade policy, export controls, sanctions, enforcement and more will be addressed. Worldwide international trade trends and related topics will also be discussed, 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! If you need additional information, please visit our website or contact Paula Murphy at 617-973-8664.

**Date:** Friday, December 8, 2017

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

## CFIUS Regulations for Foreign Investment in the U.S.: Anticipated Trends and Lessons Learned from Recent Cases

CFIUS is an 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. At its core, CFIUS is made up of representatives from nine federal agencies and is chaired by the Department of Treasury.

CFIUS reviews have sharply risen in recent years as foreign investment in the U.S. has increased. Moreover, the recent blocking of China-backed Canyon Bridge Capital Partners to acquire Lattice Semiconductor Corporation confirms speculation that CFIUS reviews are likely to face increased scrutiny under the Trump Administration, with an anticipated increase in mitigation requirements, withdrawals and blocks.

Join us for this webinar to learn about the CFIUS review process, including key players, steps, recent trends and outlook for the future. The webinar will also provide insight on preparing for CFIUS reviews, including risk assessment, filing preparation and strategies for working with CFIUS.

Our speaker will be Kerry Scarlott, partner with BakerHostetler.

**Date:** Friday, December 15, 2017

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

**Location:** Webinar

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



# 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 or by calling 617-973-8664.

The **Massachusetts Small Business Development Center Network** ([www.msdbc.org](http://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.



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.



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

### **Business Advising Centers**

- Berkshire Regional Office .....413-499-0933
- Central Regional Office .....508-793-7615
- Massachusetts Export Center
  - Headquarter Office / Eastern Mass Area .....617-973-8664
  - Central & Western Mass Area .....508-887-5412
  - South Coast & Cape Area .....508-999-1388
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6303
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-577-1768

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



# 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)**



# 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.

## Export

*"The Provident Bank has been instrumental in helping our company finance complex transactions with overseas partners. Over 90% of our revenue comes from doing business in the international arena. Without The Provident's innovation, dedication and expertise, we would not have enjoyed the same success over these past few years. We consider The Provident to be a true financial partner and not just a bank."*

Mike Boyle, CEO  
Boyle Energy Services &  
Technology



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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)**.



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