



*29th Annual Executive Seminar Series on International Trade*

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

presents



Fall 2019

# 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 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.



UMassAmherst

Isenberg School  
of Management



U.S. Small Business Administration

**Table of Contents**

Training Calendar .....	1
Program Descriptions .....	2-9
Partners and Cosponsors .....	10
MSBDC Network .....	11
Compliance Alliance .....	12

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ19B0001 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

OCTOBER

- 1 Incoterms 2020 Rules (Boston).....2
- 3 Country of Origin Management & Determination (webinar).....3
- 8 KYC for Today’s Global Business Environment (webinar) ....4
- 9 Powering Your Exports: A Program for Manufacturing and Tech Companies (Salem) .....3
- 24 Am I Really Subject to the EAR? (webinar) .....5

NOVEMBER

- 1 Essentials of Harmonized Tariff Classification & Free Trade Agreement Compliance (Plainville).....6
- 8 Best Practices for EAR99 Exporters (North Reading).....4
- 15 Deemed Export Compliance & Technology Control Plan Development (Westborough) .....7
- 19 Using ACE Reports to Manage and Audit AES Filings (webinar) .....8

DECEMBER

- 13 Export Expo (Boston) .....9

Corporate Sponsor



# Program Descriptions

---

## Incoterms® 2020 Rules

Incoterms® provide internationally-accepted definitions and rules of interpretation for most common commercial terms used in contracts for the sale and transfer of goods. The terms help traders to avoid costly misunderstandings by clarifying the tasks, costs and risks involved in the delivery of goods from sellers to buyers worldwide.



The Incoterms® 2020 rules will come into force on January 1, 2020. It is the ninth Incoterms® revision since their inception in 1936. Development of the upcoming 2020 rules entailed a 2½-year revision process, considering over 2,000 suggestions received from the 130+ International Chamber of Commerce (ICC) national committees and related organizations. The resulting 2020 version incorporates changes in both substance and presentation of Incoterms®.

This full-day seminar will provide the information you need to use the new and improved Incoterms® rules to your advantage. Both the newly-revised Incoterms® Rules for Americans and the official ICC Incoterms® 2020 books are included – a retail value of over \$150.

Our special guest speaker will be Frank Reynolds, U.S. Delegate — ICC Incoterms® 2020 Rules Drafting Group.

As America's foremost Incoterms® authority, Frank Reynolds is uniquely qualified to explain these rules as they apply to U.S. trade practice. He brought over 50 years of hands-on practical expertise to the ICC 2020 Incoterms® revision, where he represented the United States as he has done for both the 2000 and the 2010 revisions.

**Date:** Tuesday, October 1, 2019

**Time:** Registration 8:00 a.m.; Program 8:45 a.m. – 4:00 p.m.

**Location:** Starr Center at Schepens Eye Research Institute, 185 Cambridge Street, 2nd Floor, Boston

**Cost:** \$350 (includes continental breakfast and seminar materials, including the newly-revised Incoterms® Rules for Americans and the official ICC Incoterms® 2020 books; does not include lunch or parking)

## Country of Origin Management & Determination

Country of origin determination has always been a critical step for smooth customs clearance and accurate determination of duty rates. In today's high-stakes tariff environment, however, effective country of origin management and determination can make a difference of over twenty-five percent in applicable duties. Moreover, in today's complex global supply chain, where products can be processed across multiple countries, country of origin determination is not a straightforward process.

Join us for this webinar to learn about the rules for determining country of origin and related concepts, such as substantial transformation and tariff shifts. We will also discuss country of origin marking and tariff management strategies to lawfully manipulate origin as a way to reduce or avoid tariffs.

Our speaker will be Paula Connelly, Member with Sandler, Travis & Rosenberg, P.A.

**Date:** Thursday, October 3, 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!

**Date:** Wednesday, October 9, 2019

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

**Location:** Enterprise Center at Salem State University, 121 Loring Avenue, Salem

**Cost:** No charge



## KYC For Today's Global Business Environment

KYC (Know Your Customer/Know Your Counterparty) processes and best practices are increasingly important in today's complex and fast-paced global business environment. And they go well beyond the traditional list-based screening practices employed by many companies engaged in global trade.

Join us to hear about best practices and strategies for enterprises of all sizes to tackle diverse, evolving challenges in KYC diligence and risk-assessment, encompassing not only sanctions and export restrictions, but anti-corruption risk, supply chain security, and political and anti-money laundering risk.

Our speakers will be:

- Gwendolyn Jaramillo, Partner — Foley Hoag LLP
- Anthony Mirenda, Partner — Foley Hoag LLP
- Shrutih Tewarie, Associate — Foley Hoag LLP

**Date:** Tuesday, October 8, 2019

**Time:** 12:00 – 1:30 p.m. EST

**Location:** Webinar

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

## Best Practices for EAR99 Exporters

While the headlines have been all about export controls and emerging technologies lately, the reality is that most exporters are not shipping controlled items and therefore aren't concerned with complex jurisdictional, export control classification or licensing issues. Compliance challenges remain a very real concern for EAR99 exporters, however. Tasks such as sanctions compliance, screening, export clearance and recordkeeping can still represent an onerous obligation for many exporters, especially for those operating globally.



Join us to hear directly from exporters sharing their best practices for ensuring effective compliance in an EAR99 environment.

Speakers include (additional speakers TBA):

- Tom Mackie, Export Control Senior Manager for the Americas — Schneider Electric

**Date:** Friday, November 8, 2019

**Time:** Registration 9:30 a.m.; Program 10:00 a.m. – 12:00 p.m.

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

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

## Am I Really Subject to the EAR?

Most U.S. companies export under the assumption that they are subject to the Export Administration Regulations (EAR) and dutifully implement practices to ensure compliance. With the recently-expanding reach of U.S. export controls, such as anticipated enhanced controls on emerging technologies or the new restrictions against Huawei, many exporters are asking themselves, perhaps for the first time, whether they really are “subject to the EAR”.

Join us to learn about what it means to be subject to the EAR, as well as factors that can lawfully exempt items or technology from the EAR. We will address what makes a foreign-made item subject to the EAR, including de minimis, the Foreign Produced Direct Product Rule, and other factors that companies can consider in determining why an item is not subject to the EAR.

The webinar will also provide tips on managing compliance risk in cases where an item or technology might have been previously treated as subject to the EAR.

Our speaker will be Steven Brotherton, Principal, Global Export Controls & Sanctions Lead with KPMG LLP.

**Date:** Thursday, October 24, 2019

**Time:** 12:00 – 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$35 / 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 detention or seizure. Proper tariff classification is also 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 reduced duty or duty-free preferences afforded under Free Trade Agreements while ensuring compliance.



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:

- Christine Abely, Counsel — Middleton Shrull & Bock LLC
- Matthew Bock, Partner — Middleton Shrull & Bock, LLC

**Date:** Friday November 1, 2019

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

**Location:** Home Office Center, Village Green Apartments,  
71 Messenger Street, Plainville

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



## Deemed Export Compliance & Technology Control Plan Development

The Deemed Export rule is a special provision of U.S. export regulations that treats the transfer of controlled technology or technical data to foreign nationals—even within U.S. borders—as an export transaction for export control purposes. Many exporters are not aware that they are involved in exporting even if there is no physical product shipment and they are just disclosing controlled technology to foreign nationals.

Deemed exports can involve employees, customers, contractors, suppliers, visitors and other parties. This makes compliance relevant for every function, ranging from HR to engineering to security and beyond. In order to effectively manage deemed export compliance, many companies that generate or receive export controlled technology implement a Technology Control Plan (TCP). A TCP is an internal compliance plan that outlines the measures to prevent unauthorized release of controlled technology or technical data for export compliance purposes.

Join us for this program to learn the ins and outs of deemed export compliance, including: which technology or technical data is subject to the rule; the differences between deemed export treatment under the ITAR and the EAR; licensing requirements and license exception usage; screening of foreign nationals and certification of deemed export compliance on the U.S. Citizenship and Immigration Services Form I-129; elements of a Technology Control Plan and procedures to ensure compliance.

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

**Date:** Friday, November 15, 2019

**Time:** Registration: 8:30 a.m.; Program 9:00 – 11:30 a.m.

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

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

## Using ACE Reports to Manage and Audit AES Filings

Since the transition of Automated Export System (AES) to the Automated Commercial Environment (ACE) platform, retrieving reports of Electronic Export Information (EEI) filed for export shipments has never been easier. Today, through the ACE platform, exporters can retrieve free, on-demand reports which include the past five years of shipments. Additionally, reports can be customized and scheduled in advance.

From the ACE platform, exporters have the ability to view details of shipments filed in AES/ACE under their EIN as the US Principal Party in Interest (USPPI), as well as the elements of what was reported on routed export transactions by their foreign customers' U.S. agent - information that is not available through a traditional Census data request. AES/ACE reports promote improved management of data quality and license activity, and can help to facilitate in-depth audits of U.S. exporters' international shipping activity.

This webinar will provide a tutorial of export report features in ACE. Topics to be discussed include an overview of ACE Export Reports, including a demonstration of accessing export reports, creating an ad hoc report, modifying report queries and filters, and scheduling a recurring report.

Don't miss this opportunity to hear directly from the U.S. Census Bureau on how to maximize export compliance using ACE reporting.

Our speaker will be Mayumi Brewster, Survey Statistician with the U.S. Department of Commerce, Census Bureau, International Trade Management Division.

**Date:** Tuesday, November 19, 2019

**Time:** 11:30 a.m. – 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$35 / 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 tariff policy, USMCA and free trade policy, export controls, foreign investment, 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!

**Date:** Friday, December 13, 2019

**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

**Cost:** \$45 / no charge for Compliance Alliance members (includes workshops, exhibits, breakfast, lunch and networking reception)

# 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.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.



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/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.msbsd.org](http://www.msbsd.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](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



**TheProvidentBank.com**  
1-877-487-2977



Your Deposits Are Insured In Full  
Member FDIC / Member DIF



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

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

NON PROFIT ORG  
U.S. POSTAGE  
PAID  
AMHERST, MA  
PERMIT NO. 2