



*32nd Annual Executive Seminar Series on International Trade*

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

presents



Fall 2022

# Partners for Trade

Seminar and Registration Guide

*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)**



**Pre-registration is required** for all events. **Payment** via credit card is due at the time of registration.

**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 submitted via email to [pft@msbdc.umass.edu](mailto:pft@msbdc.umass.edu). 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



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## PARTNERS FOR TRADE CALENDAR

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*Although accurate at press time, webinars may be added, rescheduled  
or cancelled.*

*For the most up-to-date information,  
please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

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## STEP Program Application Webinar

Join us to learn about the Massachusetts State Trade Expansion Program (STEP), which is available to eligible Massachusetts small businesses for the purpose of increasing export sales of their goods and services. Please note that there are important changes to the scope of the program this year.

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

This webinar will discuss the parameters of the Massachusetts STEP program and walk participants through the STEP application process. The webinar will provide guidance on completing the application and discuss specific elements that are critical for successful applicants. The webinar will also provide tips on assessing export readiness and planning international marketing activities in support of the STEP application. Those applicants who have demonstrated a strong commitment to exporting with a well-planned export strategy will have the best likelihood of success!

Speakers include:

- Melissa Clary, Business Development Manager — Massachusetts Office of International Trade & Investment
- Paula Murphy, Director — Massachusetts Export Center
- Michelle Ouellette, Senior International Trade Specialist, U.S. Commercial Service — U.S. Department of Commerce
- Joseph Raycraft, Export Finance Manager, New England — U.S. Small Business Administration

Date: Thursday, September 22, 2022

Time: 12:00 - 1:30 p.m. EDT

Location: Webinar

Cost: No charge

## China and India Export Controls: Understanding the New ECL and SCOMET Regimes

It is no secret that China and India are known for their manufacturing and technology capabilities, and that many Massachusetts businesses have a strong presence in these markets.



However, with the implementation of new export regulatory regimes in recent years, the Export Control Law (ECL) in China and the Special Chemicals, Organisms, Materials, Equipment and Technologies (SCOMET) in India, it is more important than ever for businesses with operations in and/or exports from these countries to understand the trade laws that may affect them.

This program will examine the fundamental elements of China's and India's respective export regulatory regimes from the vantage point of U.S. businesses operating in-country so that they can better understand their compliance obligations in these markets.

China experts will discuss the ECL, its reciprocal measures against U.S. export controls which have targeted leading Chinese companies, and the compliance obligations on importers, end users, and parties located outside of China. India experts will discuss SCOMET, which focuses on regulating the export of dual-use items and munitions, including recent developments involving specific scenarios, such as intra-company transfers of goods and technology.

Speakers include:

- Krishna Barad, Partner - Indirect Tax, Customs & International Trade Services — BDO India
- Stephen Peng, Senior Partner — JTN Law, China

Date: Friday October 14, 2022

Time: 9:00 – 10:30 a.m. EDT

Location: Webinar

Cost: \$25 / No Charge for Compliance Alliance members

## Best Practices for Global Trade Compliance Risk Assessment

In our rapidly-changing geopolitical, economic and national security environment, global trade regulations have become increasingly complex, leaving companies engaged in international trade more vulnerable to compliance risk. From ever-changing sanctions, expanding product and technology controls, increasing restrictions on end users and end uses, potential illegal diversion, and more, compliance risks are more prevalent than ever. How do companies identify and mitigate these risks?



Join us to learn how to assess and address your unique global trade compliance risks. This program will discuss identifying, understanding and measuring areas of risk for exporting businesses, and using that assessment to develop and implement reasonable controls to address risks as part of your Export Management and Compliance Program.

Speakers include:

- Michael Beck, Founder, Vice President, TradeSecure Fellow — The Henry L. Stimson Center
- Dr. Scott Jones, Principal, TradeSecure Fellow — The Henry L. Stimson Center

Date: Friday, November 4, 2022

Time: 12:00 – 1:30 p.m. EDT

Location: Webinar

Cost: \$25 / No Charge for Compliance Alliance members



## Red Flags Reimagined: Antidiversion Best Practices in Today's World

The Red Flags are fundamental indicators of potential breaches in trade compliance, with a heavy emphasis on illegal diversion. While the Red Flags have been around for many years and are well-known to those in the field of trade compliance, they have remained static as compliance risks have dramatically changed. Military end use rules, rapidly-expanding list-based sanctions, economic sanctions such as those targeting Russia, and tightening controls on historic transshipment hubs, such as Hong Kong, have created new and unprecedented diversion risks for U.S. exporters. What do the Red Flags look like in today's world and how can exporters mitigate those risks?

This webinar will review emerging global diversion risks, as well as the trade compliance policy drivers behind those risks. The webinar will also discuss deployment of tools for mitigation and other due diligence measures needed for compliance.

Our speakers will be:

- Scott Barney, Senior Regional Program Manager, Global Trade Compliance, the Americas — CIRCOR International, Inc.
- Marwa Hassoun, Partner and Co-Leader, National Security Practice — ArentFox Schiff LLP

Date: Friday, November 18, 2022

Time: 12:00 - 1:00 p.m. EST

Location: Webinar

Cost: \$25 / No Charge for Compliance Alliance members



## Global Trade Economic and Regulatory Outlook

Join us for an afternoon of updates on the latest global trade economic, regulatory and compliance trends impacting your company's international business! Our program will begin with a global economic outlook that will look at key market trends and their impact on international trade.

The event will include a panel discussion that will delve deep into emerging trends in export controls and economic sanctions, including expanded controls on “emerging and foundational” technologies, recent changes to the International Traffic in Arms Regulations (ITAR), evolving compliance threats related to China and Russia, including joint enforcement efforts between the Bureau of Industry and Security (BIS) and the Treasury Department's Financial Crimes Enforcement Network (FinCEN), other enforcement trends, the outlook for additional export control reforms, and much more.

The program will also feature a dialogue with Matthew Axelrod, Assistant Secretary of Commerce for Export Enforcement. Assistant Secretary Axelrod will address new and sweeping changes in export enforcement policy, including increases in penalties, changes in handling of Voluntary Self Disclosures (VSDs), public release of charging letters, and other anticipated developments as BIS implements a stronger enforcement regime.

The program will be capped off by networking reception for attendees to join in the conversation and connect with global trade practitioners from throughout the region!



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## Special Guest Speaker:

Matthew S. Axelrod [photo], Assistant Secretary of Commerce for Export Enforcement — U.S. Department of Commerce's Bureau of Industry and Security



## Additional Speakers:

- Brian Amero, Director, Global Compliance and Ethics — Teradyne, Inc.
- Jeannette Chu, Managing Director, Export Controls and Trade Sanctions — PwC  
*Former Senior Policy Advisor & Export Control Attaché, Beijing, China with U.S. Department of Commerce Bureau of Industry and Security*
- Paula Murphy, Director — Massachusetts Export Center
- B. Stephanie Siegmann, Chair, International Trade & Global Security Group — Hinckley, Allen & Snyder LLP  
*Former Chief, National Security Unit with U.S. Attorney's Office, District of Massachusetts*
- Stephen Stanley, Chief Economist, Amherst Pierpont — Santander Group

Date: Thursday, October 20, 2022 EDT

Time: Program 2:00 - 4:00 p.m.; Networking reception to follow

Location: Shaw Hall, Mount Ida Campus of UMass Amherst, 100 Carlson Avenue, Newton or online via livestream webinar (Due to the networking reception, in-person attendance is strongly encouraged!)

Cost: \$25 / No Charge for Compliance Alliance members

## Using Non-Traditional International Trade Finance Tools to Improve Cash Flow

Successful international traders understand the importance of having immediate access to cash. Because international business transactions require longer periods of time to complete, global companies must be even more certain of their ongoing levels of available working capital, making cash flow management techniques essential for all aspects of global trade activity.

This program will discuss non-traditional/alternative finance tools for cash flow and working capital management. We will cover export factoring, which involves selling a company's foreign accounts receivable (invoices) to a factor, and combines working capital financing, credit protection, foreign accounts receivable bookkeeping and collections. We will also discuss multi-jurisdictional financing using asset-based lending, which involves leveraging assets located outside of the U.S. (typically, accounts receivable, inventory, equipment and real estate) that are owned by the borrower's foreign subsidiaries.

Finally, we will touch upon how letters of credit can be used to help generate cash flow, including discounting and usage of standby letters of credit to help facilitate pre-payment.

### Speakers:

- Eric Aberbach, Senior Vice President, Trade and Working Capital Solutions — Santander Bank, N.A.
- Peter Clement, Senior Vice President, International Factoring — Rosenthal & Rosenthal
- Friedrich von Krusenstiern, Counsel — Cope Ehlers, P.C.
- Victoria Levine, Director — FGI Worldwide LLC

Date: Thursday, December 1, 2022

Time: 12:00 – 1:30 p.m. EST

Location: Webinar

Cost: No Charge

## Export Expo

Join us for the Export Expo – 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 operations.

This year’s Export Expo will again be a virtual event that will include an exhibit area featuring government, non-profit and private sector service providers serving the export community. The Export Expo will also feature a lineup of workshops, panel discussions and special addresses on a wide variety of export-related topics.

The Export Expo will feature influential guest speakers and opportunities to connect with experts to answer your specific export questions. We hope that you will join us for the same timely and important international trade content in a convenient and safe virtual format! Our virtual platform will provide opportunities for networking and allow participants to view all of the conference’s content, so you won’t miss a thing! Speakers and content to be announced soon.

Date: Friday, January 27, 2023

*(with pre-Expo workshops on Thursday, January 26)*

Time: 10:00 a.m. - 4:00 p.m. EST

Location: Virtual

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.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.



MASSDEVELOPMENT



MOITI  
Massachusetts Office of International Trade & Investment



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/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
- Greater Boston Regional Office .....617-243-1386
- Government Sales Advisory Program .....508-870-3193
- Massachusetts Export Center ..... 617-973-6610
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6303
- SBIR Program .....774-203-9972
- 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

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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.

Membership benefits include:

Conferences and seminars - In-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and representatives from government export regulatory authorities. Compliance Alliance members receive special discounts at compliance-related conferences and training programs.

Online Resources - Member directory access so you can connect with other members of the Compliance Alliance; Export compliance resource library and databank that includes content provided by members; and a Job Board where 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.

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

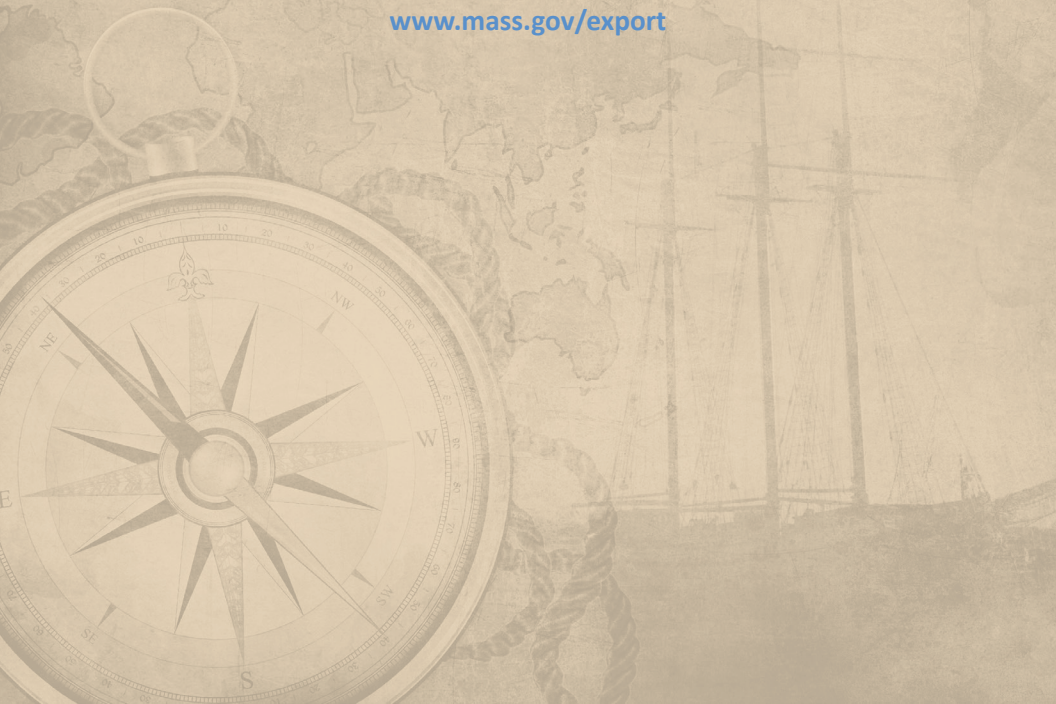




The Massachusetts Export Center offers a range of targeted, customized services to Massachusetts businesses at any stage in the export process.

- Export Counseling and Technical Assistance
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance Assistance
- Compliance Alliance
- Export Training Programs
- Export Publications

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



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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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