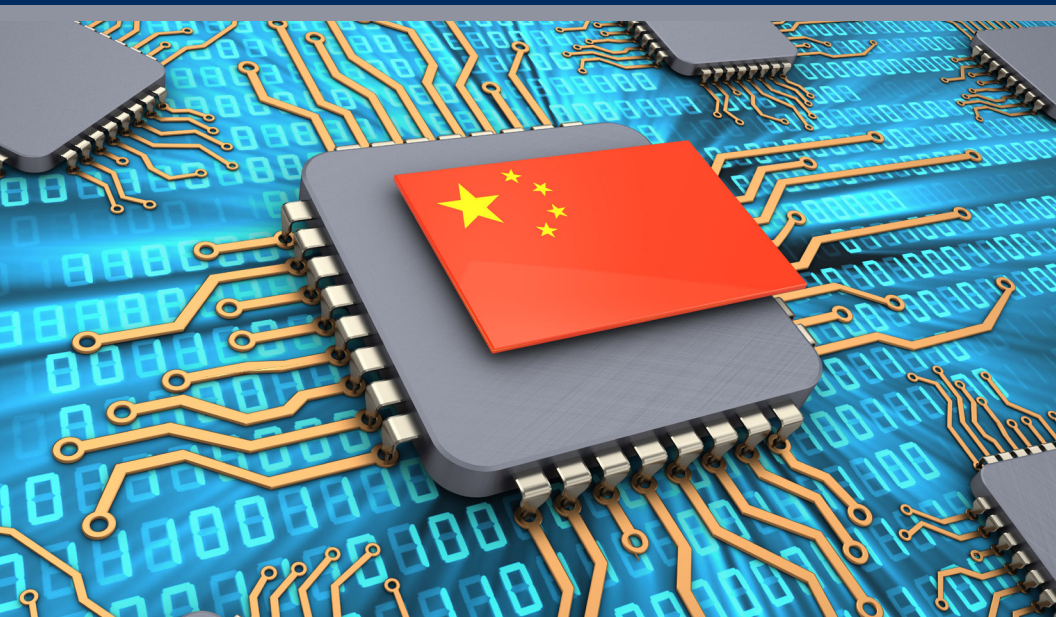




33rd Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network Massachusetts Export Center

presents



Fall 2023

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



Maura Healey
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



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. The Export Center reserves the right to cancel or reschedule a seminar due to insufficient enrollment or other circumstances. In the case of cancellation, registration fees will be refunded.

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



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*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.*

Program Descriptions

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.

The Massachusetts STEP program is administered by the Massachusetts Office of International Trade & 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 program eligibility and completion of the application, and will also 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! Grants awards are made on a competitive basis.

Speakers include:

- Melissa Clary, Business Development Manager — Massachusetts Office of International Trade & Investment
- Paula Murphy, Director — Massachusetts Export Center
- James Paul, Director of Boston Office, U.S. Commercial Service, International Trade Administration — U.S. Department of Commerce
- Jeevan Ramapriya, Executive Director — Massachusetts Office of International Trade and Investment
- Oreste Varela, Springfield Branch Manager — U.S. Small Business Administration

For more information, visit www.mass.gov/export/step.

Date: Wednesday, September 20, 2023

Time: 12:00 – 1:30 p.m. EDT

Location: Online

Cost: No charge

Export Compliance Risk Assessment for Beginners

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? And how do beginners address applicable risks without becoming overwhelmed?

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 those risks as part of your Export Management and Compliance Program. You will also learn about resources for support.

Speakers include:

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

Date: Friday, September 29, 2023

Time: 12:00 – 1:30 p.m. EDT

Location: Online

Cost: No charge



Export Enforcement in Practice: Takeaways for Your Compliance Program

Over the past 18 months, an unprecedented number of export enforcement reforms have been unveiled, including increases in penalties, changes in handling of Voluntary Self Disclosures (VSDs), increased emphasis on antiboycott compliance, escalated use of temporary denial orders, initiatives targeting advanced technologies, and much more. These reforms have often been rolled out and executed across multiple agencies, including through the issuance of joint alerts and interagency task forces. Importantly, enough time has passed where we are now beginning to see enforcement cases catch up to these initiatives.

Join us to learn about these key export enforcement initiatives, with lessons learned from recent cases. We will also look at trends in enforcement activity, including processing of VSDs, use of specific enforcement tools, and more, to help you make practical reinforcements to your export compliance program in response to today's enforcement environment.

Speakers include:

- Melissa Mannino, Partner & Co-Lead, International Trade & National Security Team — BakerHostetler
Former Chief of Enforcement & Litigation, Office of Chief Counsel for Industry & Security
- Orga Cadet, Associate — BakerHostetler

Date: Thursday, October 12, 2023

Time: 12:00 – 1:30 p.m. EDT

Location: Online

Cost: \$25 / no charge for Compliance Alliance members

Understanding the New Outbound Foreign Investment Controls

The recent Executive Order and subsequent Advance Notice of Proposed Rulemaking (ANPR) restricting certain outbound U.S. investments involving sensitive technologies in China, Hong Kong and Macau signal a new frontier in controls limiting Chinese access to U.S. technology. Meanwhile, similar proposed restrictions have been receiving strong bipartisan support in Congress under the National Defense Authorization Act for 2024. How will U.S. companies and investors in sectors such as semiconductors, microelectronics, advanced computing and artificial intelligence navigate these amorphous requirements, which could include equity investments, mergers and acquisitions, joint ventures and even certain debt financing transactions? And how do companies plan ahead for their activities in China when the rules are implemented?

Join us to learn more about these new controls, including the parties subject to the controls, the scope of technologies addressed in the ANPR, and covered transactions, whether prohibited or notifiable. You will also hear about anticipated feedback from the ANPR comment period, as well as the outlook for implementation.

Our speaker will be Laura Black, Senior Counsel with Akin Gump Strauss Hauer & Feld LLP and former Director of Policy and International Relations, Committee on Foreign Investment in the U.S. (CFIUS).

Date: Wednesday, October 25, 2023

Time: 12:00 – 1:00 p.m. EDT

Location: Online

Cost: No charge

Managing Export Enforcement Visits: Before, During and After the Knock on the Door

Export enforcement is on the rise. Driven by new initiatives and deepening collaboration among federal agencies, enforcement agents are increasingly active in the field. They routinely engage with businesses and individuals alike in outreach visits, email communications, and in-person interviews. Yet, exporters may never know whether an enforcement investigation lurks in the background and, if so, who it targets. Does your company know what to do when enforcement authorities come knocking?

Exporters who are prepared for these visits will save time, reduce exposure, and foster good will with the government. Conveying a cooperative attitude and an awareness of compliance responsibilities will help achieve those goals, but exporters should also protect against potential risk.

Join us to learn more about contacts with export enforcement professionals, the continuum from simple outreach to investigation, and trends and tips for managing different scenarios. This webinar will help you assess your risks, develop protocols, and prepare for future engagements with export enforcement authorities.

Our speaker will be Christopher Grigg, Partner with Nixon Peabody LLP and former Chief, National Security Division with the U.S. Attorney's Office, Los Angeles.

Date: Friday, November 3, 2023

Time: 12:00 – 1:30 p.m. EDT

Location: Online

Cost: \$25 / no charge for Compliance Alliance members



Data Privacy and Cybersecurity in Global Trade: A Look at Cross-Border Privacy Rules and Initiatives

Companies engaged in cross-border trade encounter multiple challenges related to data privacy and security – not only do they face heightened levels of data security risk, but they also must juggle multiple regulatory requirements for use, transfer and sharing of personal data. Regulatory fragmentation creates uncertainty and raises compliance costs for businesses, slowing innovation and increasing regulatory burdens without meaningfully improving privacy protections.



Join us to hear about the global data security threat environment for companies engaged in trade as well as some recent initiatives to help facilitate cross-border data flows across different data privacy regimes. You will learn about the importance of safeguarding export-controlled data, supply chain security, and the disclosure of cybersecurity incidents – especially if your company has government contracts and is required to maintain controlled unclassified information on your network. Recent enforcement actions will be discussed, as well as new policies and initiatives of the Department of Justice that demonstrate its increasing focus on corporate crime involving national security and cyber-related offenses. You will also learn about U.S. Department of Commerce Office of Export Enforcement's investigative priorities, national security threats, export evasion and illegal procurement trends.

You will also hear from officials at the U.S. Department of Commerce Office of Digital Services Industries about the EU-U.S. Data Privacy Framework and the Global Cross Border Privacy Rules System, which will provide a solution of real interoperability between data privacy regimes while helping companies to navigate the complex global environment for cross-border data flows and privacy.

Speakers include:

- Stephanie Siegmann, Partner & Chair, International Trade & Global Security Group — Hinckley Allen
Former National Security Chief, U.S. Attorney's Office, District of Massachusetts
- Kathleen Aldrich, International Trade Specialist, Global Data Policy Team — U.S. Department of Commerce, International Trade Administration
- Jillian Cota, International Trade Specialist, Data Privacy Framework Team — U.S. Department of Commerce, Office of Digital Services Industries
- Benjamin Hickok, Special Agent — U.S. Department of Commerce, Bureau of Industry and Security, Office of Export Enforcement
- Matthew McCarthy, Special Agent — U.S. Department of Commerce, Bureau of Industry and Security, Office of Export Enforcement

Date: Wednesday, November 8, 2023

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

Location: Hinckley Allen, 28 State Street, Boston

Cost: No charge

Generating Internal Support for Export Operations and Compliance

An effective trade compliance program can only be achieved with the genuine support of a company's top management and the partnership of employees throughout the organization. However, most trade compliance professionals have faced situations at some point in their career where obtaining the support and collaboration necessary to develop a culture of compliance can seem all but impossible.

Join us to hear from trade compliance professionals as they discuss how they cultivated top management support and gained the backing necessary to implement collaborative compliance procedures. Speakers will discuss best practices for encouraging inter-company support, strategies for communicating the value of trade compliance, providing effective communication and educational tools, and importantly, how to be viewed as a partner instead of as an impediment.

Speakers include:

- Irina Bade, Senior Export Compliance Manager — GE HealthCare
- Tracy Horridge, Trade Compliance Officer/Empowered Official — Smiths Interconnect
- Julia Komarovskaya, Export Compliance Program Manager — The Mathworks, Inc.

Date: Thursday, November 16, 2023

Time: 12:00 – 1:30 p.m. EST

Location: Online

Cost: \$25 / no charge for Compliance Alliance members

Classifying Your Products for Exporting and Importing

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. The Harmonized Tariff System is the basis for export and import classification. Established by the World Customs Organization, the Harmonized Tariff System is used by Customs authorities in 183 countries to apply duties on imported goods.

This webinar will provide an overview of the Harmonized Tariff Schedule (HTS), including the HTS structure, General Rules of Interpretation, obtaining rulings from the US Customs and Border Protection, classification procedures and best practices.

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

Date: Thursday, December 7, 2023

Time: 12:00 – 1:30 p.m. EST

Location: Online

Cost: \$25 / no charge for Compliance Alliance members

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 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: Thursday and Friday, January 25 & 26, 2024

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

Location: Virtual

Cost: No charge

2024 Export Expo Early Sponsors



Partners and Cosponsors

The **Massachusetts Export Center** (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),



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



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 Office413-545-6301

Business Advising Centers

- Berkshire Regional Office413-499-0933
- Central Regional Office508-793-7615
- Greater Boston Regional Office617-243-1386
- Government Sales Advisory Program508-870-3193
- Massachusetts Export Center 617-973-6610
- Northeast Regional Office978-542-6343
- Procurement Technical Assistance Center413-545-6303
- SBIR Program774-203-9972
- Southeast Regional Office508-673-9783
- Western Regional Office413-577-1768

Visit our website at www.msbdc.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.

Membership benefits include:

Conferences & Training

Stay current on the latest trade compliance issues and receive updates on navigating complex global trade regulations. Benefit from free or discounted access to in-depth conferences and training programs featuring export practitioners, service providers and government regulatory authorities.

Benchmarking & Networking

Connect with trade compliance peers for networking, advice and sharing of best practices. Receive special access to connect with government regulatory authorities and decision-makers.

Online Resources

Access members-only online resources, including a member directory and a robust library of webinar archives on a wide variety of advanced trade compliance topics.

www.mass.gov/export/compliance



The mission of the Massachusetts Export Center is to help companies throughout the Commonwealth achieve success in global markets, thereby contributing to economic growth in the state. Our goal is to meet the complex needs of exporters by developing and providing targeted, high-impact services delivered through a statewide network of international trade professionals.

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

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

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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**.



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