



*27th Annual Executive Seminar Series on International Trade*

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

presents



Spring 2017

# Partners for Trade

## Seminar and Registration Guide

*Corporate Sponsor*



*In Collaboration With*

U.S. Small Business Administration | MA Office of Business Development  
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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

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- 8** Best Practices for Export Control Classification and Licensing (North Reading) .....8
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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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## Complying with New U.S. Requirements for Shipping to Hong Kong

*Note: This webinar is available in the archive section on our website.*

The Bureau of Industry and Security (BIS) has recently announced new requirements for shipments of certain controlled items to or through Hong Kong.



Effective April 19, 2017, exporters and reexporters of items controlled under the multilateral regimes must obtain a copy of a Hong Kong import license or a written statement from the Hong Kong government that such a license is not required. For affected items being shipped through Hong Kong, there are similar requirements to obtain Hong Kong export license documentary evidence as well.

The documentation required under this rule must be obtained prior to shipment from the U.S. BIS is taking this action to ensure that U.S. origin items subject to the multilateral control regimes will be properly authorized to their final destination.

Join us for this webinar to learn the details of this new rule, including licensing documentary requirements. The webinar will also provide guidance on obtaining required licensing documentation, insight on strategies to minimize delays, and tips for working with partners and government entities in Hong Kong to ensure compliance.

Our special guest speaker will be Gwendolyn Jaramillo, partner with Foley Hoag LLP.

**Date:** Thursday, April 6, 2017

**Time:** 11:30 a.m. – 1:00 p.m. EST

**Location:** Webinar

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



## Trump on Trade: The First 100 Days and Beyond

International trade has been at the forefront of President Trump's agenda, and yet the future of trade policy across a number of areas still remains somewhat unclear. As we approach the 100-day mark of the Trump Administration, certain indicators, such as key trade appointments, budget appropriations, development of the trade policy agenda and executive orders are all helping us to better understand the outlook for international trade in the coming years.

**Morgan Lewis**



Join us for this symposium, which will discuss possible upcoming shifts in trade policy, including trade-tangential issues, such as foreign investment and CFIUS reviews. Specifically, the forum will assess the future of export controls, economic sanctions, the Foreign Corrupt Practices Act, NAFTA and free trade policy, tariffs and the proposed border adjustment tax, regulatory enforcement and more.

Join us to hear from legal experts and industry practitioners who will provide practical guidance on preparing global business operations for the future.

Speakers include:

- Nicole Aandahl, Senior Director and Counsel, Legal, Ethics and Export Compliance — QinetiQ North America
- Jim Day, Director, Supply Chain — '47 Brand
- Margaret Gatti, Partner — Morgan Lewis, Washington, DC
- Matthew Miner, Partner — Morgan Lewis, Washington, DC
- Dirk Petersen, Vice President, Trade Compliance & Contracts — AMETEK Aerospace
- Carl Valenstein, Partner — Morgan Lewis

**Date:** Friday, April 28, 2017

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

**Location:** Webinar

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

## Global Trade Compliance Due Diligence for Mergers and Acquisitions

Merger and acquisition activity both in the U.S. and abroad has been steadily on the rise for several years, with U.S. businesses acquiring domestic and foreign firms at record pace. And without proper preparation and due diligence, U.S. businesses can be at high risk for assuming global trade compliance liabilities through these activities.

Global trade compliance reviews must be incorporated early into the due diligence investigative process for business targets, and these reviews may be highly complex, involving multiple regulatory jurisdictions in both the U.S. and overseas.

Join us to hear from legal and industry experts who will discuss critical steps for identifying hidden risks in preparation for mergers and acquisitions, along with successor liability obligations in cases of noncompliance inheritance.

Speakers include:

- Dennis Farrell, Director of Global Trade Compliance — Analog Devices, Inc.
- Susan Kovarovics, Partner — Bryan Cave LLP

**Date:** Thursday, May 4, 2017

**Time:** 11:30 a.m. – 1:00 p.m. EST

**Location:** Webinar

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



## Complying with the New FAR and DFARS Cybersecurity and Reporting Requirements

Recent significant data breaches have caused the U.S. government to assess its systems for protecting classified and other sensitive information. Since government contractors and subcontractors house much of this information on their information systems, new requirements have been implemented that place significant responsibility on contractors to protect government information and report incidents where the security of that information may have been compromised.



These new requirements have been outlined in the Federal Acquisition Regulation (FAR) and the Defense Federal Acquisition Regulation Supplement (DFARS), and compliance with the new DFARS system security plan requirements outlined in the NIST SP 800-171 (Protecting Controlled Unclassified Information in Nonfederal Information Systems and Organizations) is mandatory by the end of 2017.

Join us for this webinar to learn about the security and reporting requirements that must be met under these new rules, and best practices for implementation.

Speakers include:

- Alexander Major, Partner and Co-Leader, Government Contracts and Export Controls Practice Group — McCarter & English, LLP
- Franklin Turner, Partner and Co-Leader, Government Contracts and Export Controls Practice Group — McCarter & English, LLP

**Date:** Wednesday, July 12, 2017

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

**Location:** Webinar

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

## Best Practices for Export Screening Risk Assessment

Screening can be a daunting thought for many exporters. Any single transaction can be screened for several factors, including restricted party involvement, end use, end user, embargoes, illegal diversion, antiboycott compliance, red flags and more. And, depending upon the level of risk or any prescribed export licensing provisos, screening protocols may involve potentially disruptive steps, such as securing letters of assurance or end user statements from customers.



In order to develop an effective export screening strategy while minimizing disruption to the flow of business, exporters must first assess their risk across a number of areas.

This briefing will feature leading local trade compliance practitioners who will share their thoughts and practices for assessing risk in support of developing practical and reasonable export screening protocols that ensure compliance. Appropriate and effective use of automation and screening enhancement tools will also be discussed.

Speakers include:

- Karen Hilliker, Senior Trade Compliance Manager — Avid Technology, Inc.
- Kristine Kelleher, International Trade Compliance Manager — PerkinElmer, Inc.
- Lisa Kester, Senior Manager, Trade Compliance — MACOM Technology Solutions
- Julianne Perkins, Senior Manager, Corporate Trade Compliance — PerkinElmer, Inc.

**Date:** Wednesday, May 24, 2017

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

**Location:** PerkinElmer, Inc., 940 Winter Street, Waltham

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



## Establishing and Managing International Distribution Channels

For most exporters, understanding what distribution channels will work best for their particular product or service, as well as finding the right partner in foreign markets, is the most difficult challenge when selling overseas. Not only it is crucial to find a trustworthy, knowledgeable and motivated partner, but it is also very important to continue being engaged with your partner after the first sale in order to grow and expand your overseas business.



This program will address these and other challenges of designing international distribution channels and tools for maintaining them successfully. We will cover different types of distribution channels in overseas markets and address specifics of working within each channel.

At the end of the program, several successful exporters will share their experiences in a dynamic, interactive panel, open to questions from the audience.

Speakers include:

- Patricio Forno, President — AccelerateIBD, LLC
- Denis Gagnon Jr., VP International — Excel Dryer, Inc.
- Steven Graham, CEO and Owner — Toner Plastics, Inc.

**Date:** Wednesday, June 7, 2017

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 p.m.

**Location:** Scibelli Enterprise Center, Teleclassroom,  
1 Federal Street, Building 101, 3rd Floor, Springfield

**Cost:** \$40

## Best Practices for Export Control Classification and Licensing

Accurate export control classification is essential to export regulatory compliance. But classification can be an arduous process for many companies. Evolving export control definitions, highly technical specifications and the complex structure of the Commerce Control List all make classification difficult. Equally as challenging can be the export licensing process itself, where even experienced export compliance practitioners can face an occasional RWA.



Join us for this seminar to learn tips and best practices for export control classification and licensing, with an emphasis on effective preparation of submittals to the Bureau of Industry and Security (BIS), including classification requests (CCATS) and license applications.

The seminar will also provide guidance on ECCN self-classification, export license determination, and license exception eligibility and usage.

Our special guest speaker will Michael Tu, senior engineer with the U.S. Department of Commerce, Bureau of Industry & Security.

**Date:** Thursday, June 8, 2017

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:30 p.m.

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

**Cost:** \$50 / \$25 for Compliance Alliance members



## Foreign Corrupt Practices Act: Practical Strategies for Compliance

2016 represented the single-most active year on record for Foreign Corrupt Practices Act (FCPA) enforcement actions, in terms of both number and dollar value. These indicators are a reflection of current U.S. Department of Justice (DOJ) and U.S. Security and Exchange Commission (SEC) trends of targeting individuals, expediting investigations, and increasing coordination between U.S. enforcement authorities and their foreign counterparts.

Clearly, having an effective anti-corruption compliance program to prevent, detect, and remediate violations is critical.

Join us for this webinar to learn about benchmarks for an effective FCPA/anticorruption compliance program, including discussion of newly-issued guidance from the DOJ.

Our special guest speaker will be Brittany Prelogar, partner with Steptoe & Johnson LLP.

**Date:** Thursday, June 15, 2017

**Time:** 10:30 a.m. – 12:00 noon EST

**Location:** Webinar

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



## Managing Export Operations and Compliance

In today's complex export environment, regulatory compliance and traditional operational issues are inextricably linked. Even simple logistical or reporting mistakes may have repercussions that can lead to noncompliance. Companies that don't take a holistic and systematic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

This webinar will provide an overview of the U.S. export regulatory environment, including essential steps for compliance with export controls and sanctions laws. The webinar will also discuss other steps in the export operational process, including AES reporting, global trade classification, free trade agreement compliance, shipping terms, export documentation and more.

This nuts-and-bolts program will provide you with the essentials for ensuring compliance and help you to cut through the confusion that can sometime impede export operations. Bring your questions!

Speakers include:

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

**Date:** Friday, June 23, 2017

**Time:** 11:00 a.m. – 1:00 p.m. EST

**Location:** Webinar

**Cost:** No charge





# Massachusetts Export Center Services

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**The Massachusetts Export Center serves as the state's one-stop resource for export assistance.**

The Massachusetts Export Center offers a full 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 Export Center stands ready to help with services suited to your needs!

- Export Counseling and Technical Assistance
- Export Training Programs and Conferences
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance
- Export Logistics and Supply Chain Management
- International Payment and Financing

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



**@MAExportCenter**

# 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.



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 is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development, and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst, and including Clark University, Salem State University, and the University of Massachusetts Boston.

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

### ***Business Advising Centers***

- Berkshire Regional Office .....413-499-0933
- Boston Regional Office & Minority Business Center .....617-287-7750
- Central Regional Office .....508-793-7615
- Massachusetts Export Center
  - 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 .....413-545-6307
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-577-1768

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



Special thanks to the organizations hosting the  
Massachusetts Export Center offices:



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# Compliance Alliance

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**The Massachusetts Export Center's Compliance Alliance is a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness.**



The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Activities and benefits include:

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

We hope that you will join us for this exciting initiative! For additional details, visit our website at [www.mass.gov/export](http://www.mass.gov/export).





# Massachusetts Export Resource Center

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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)



# Export Expo ~ Save the Date!

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

The Massachusetts Export Center's Export Expo provides a forum for exporters to connect with the wide variety of export resources available in Massachusetts while learning about issues that impact their



day-to-day export operations. Exhibitors will include law firms, banks, freight forwarders, consulting firms, translation firms, customs and compliance automated solutions providers, and various government and non-profit organizations serving the export community.

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

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

The Expo will feature influential guest speakers, opportunities to connect with exports to answer your specific export questions, networking, and fun! This event regularly sells out. Space is limited, so register early!

Exhibitor and sponsorship opportunities are available. Please visit our website or contact Paula Murphy at 617-973-8664 for further information.

**Save the Date!**  
**Friday, December 8, 2017**  
Boston

# 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)**.



**@MAExportCenter**