



*34th Annual Executive Seminar Series on International Trade*

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

presents



Spring 2024

# 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](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:** Cancellations received at least 48 hours prior to the event 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. Cancellation and refund requests must be emailed to [training@massexport.org](mailto:training@massexport.org). 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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The Massachusetts SBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAOEDS240073-01-01 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 2024



## PARTNERS FOR TRADE CALENDAR

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### JUNE

- 13** Use of the Cloud for Export-Controlled Tech Data: Trends, Tips and Best Practices ..... 9

### JULY

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- TBA** Developing an Export Compliance Program (1 day with BIS) (Greater Boston area) ..... 7

*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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## Maximizing the Benefits of International Trade Show Participation

International trade shows have become an essential tool for businesses looking to tap into global markets. These events provide a unique opportunity to establish global contacts, evaluate the competitiveness of a company's products and services in foreign markets, create brand awareness, gain exposure to potential suppliers, channel partners and customers, generate leads, and forge valuable partnerships. However, maximizing trade show success in a cost-effective way requires careful planning, thorough market research to assess market potential and customer requirements, realistic budget, effective marketing and PR, and well-executed follow-up.

This program will discuss strategies and tools that businesses can use to maximize international trade show ROI, as well as trade show services available to the US companies through the Department of Commerce. We will also hear from an exporter that has been a successful exhibitor at international trade shows for years, for a different angle on trade show participation.

### Speakers:

- Jerry Kallman, Jr., President and Owner — Kallman Associates, Inc.
- Mathias Koeckeritz, Senior Policy Advisor — U.S. Embassy Berlin
- Grace Preston, International Sales Manager — Geophysical Survey Systems, Inc.

Date: Wednesday, March 20, 2024

Time: 11:00 a.m. – 12:15 p.m. ET

Location: Online

Cost: No charge

## **Compliance Clinic** (for Compliance Alliance Members only)

Join us for an informal, off-the-record, give-and-take discussion between exporters that will allow participants to ask questions, share information and “compare notes” on trade compliance issues of interest and concern. All topics are on the table! No agenda, no talking points – just a private, interactive discussion between trade compliance professionals. Bring your questions and concerns, and be prepared to join in the discussion!

We have also invited a “Resident Expert” to be on hand in cases of questions needing legal expertise. The Resident Expert for this Compliance Clinic will be fellow Compliance Alliance member, Matt Bock, Partner with Bock Trade Law.

Date: Friday, April 12, 2024

Time: 12:00 – 1:00 p.m. ET

Location: Online

Cost: No charge





## **CYA on KYC: Employing Reasonable Due Diligence for Global Trade Compliance**

Exporters face ever-increasing end use and end user due diligence requirements for effective management of global trade compliance. Restricted end uses, significant expansion of restricted parties, broadening Military End Use rules, the OFAC 50% rule, and increased emphasis on illegal diversion are just a few reasons why due diligence is critical. Moreover, federal authorities continue to expand Red Flag listings and Know Your Customer (KYC) guidance, creating additional due diligence concerns for exporters. It is no wonder, therefore, that many exporters find themselves falling down a due diligence rabbit hole in trying to achieve compliance, with screening protocols, end user statements, independent research efforts and more. On top of that, due diligence efforts don't always yield clear-cut results, which can create unease for many.

This webinar will review due diligence best practices for exporters, with an emphasis on employing reasonable protocols for achieving compliance. The webinar will address due diligence in challenging markets, such as China, and will discuss clearance of transactions in cases involving screening ambiguity or red flags.

Join us for this practical program that will help you to confidently fulfill your due diligence obligations while maintaining manageable processes and achieving peace-of-mind in export transactions.

### **Speakers:**

- Douglas Jacobson, Founding Partner — Jacobson Burton Kelley PLLC
- Misty Rutter, Senior Manager, Trade Compliance — Arm Limited

**Date:** Tuesday, April 30, 2024

**Time:** 12:00 – 1:30 p.m. ET

**Location:** Online

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

## China's Anti-Espionage Law One Year Later: Lessons Learned for U.S. Businesses Operating in China

China's expanded "Anti-Espionage Law" has been in effect for nearly a year now. The new law significantly expanded the scope of covered espionage activities and established broad criteria for determining espionage behavior, while granting extensive investigative power to Chinese national security agencies. The broadening of the law has brought unexpected risk to normal operations of U.S. businesses in China. What should U.S. businesses operating in China know about their risks under the law, and what lessons can be gleaned from China's policy and enforcement actions so far?

This webinar will review key provisions under China's expanded Anti-Espionage Law and areas of risk for U.S. businesses operating in China. The webinar will discuss activities that could trigger these provisions and strategies for reducing potential legal risk. The webinar will also discuss the convergence of the Anti-Espionage Law with U.S. regulatory requirements, such as required due diligence under U.S. export control laws. Finally, the webinar will also review lessons learned from activity and enforcement actions under the law so far.

Speaker:

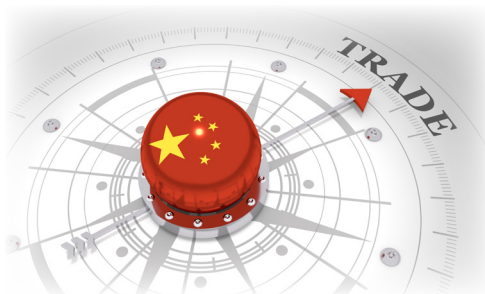
- Todd Liao, Partner, Shanghai Office — Morgan, Lewis & Bockius LLP

Date: Friday, May 10, 2024

Time: 12:00 – 1:00 p.m. ET

Location: Online

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



## Complying with U.S. Export Controls

This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR).

The program will cover the information exporters need to know to comply with U.S. export control requirements under these regulations. We will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or reexport without applying for a license; Automated Export System (AES) procedures and requirements; sanctions programs; Export Compliance Program (ECP) concepts; and real-life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities.

This one-of-a-kind program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

Date: July TBA, 2024 (2-day program)

Location: Greater Boston Area





## Developing an Export Compliance Program

Developing and maintaining an export compliance program is highly recommended to ensure that export transactions comply with the Export Administration Regulations (EAR), and to prevent export control violations. This one-day workshop provides an overview of the steps a company may take to implement an internal Export Compliance Program.

Agenda topics include:

- Guidance on how to establish an Export Compliance Program
- Strategies to enhance your company's compliance program
- How to avoid common compliance errors
- How to build a solid framework for your company's compliance program

This program includes small group discussion, hands-on exercises, compliance peer networking, and provides a written example of an export compliance program as well as BIS' Export Compliance Guidelines to assist in developing your compliance program.

Note: The information presented in this program is not a legal requirement of the Export Administration Regulations. It is intended to give informational advice and guidance based on industry best practices in the field of compliance.

Recommended prerequisite: Complying with U.S. Export Controls or equivalent experience.

Date: July TBA, 2024 (1-day program)

Location: Greater Boston Area

## Best Practices for AES Filing and Compliance

With the tightening of export regulations and product controls, understanding your responsibilities for export reporting in the Automated Export System (AES) and compliance with the Foreign Trade Regulations (FTR) has never been more important. Whether filing directly or through a forwarder, exporters are responsible for the required Electronic Export Information (EEI) elements and may be vulnerable to enforcement investigations and violations if the reporting is inaccurate or incomplete.

While this program will provide an overview of AES, the discussion will also detail the responsibilities of the parties involved in the transaction, license type and license exemption codes, and understanding when it is required to include ECCN and export license numbers in reporting. We will also discuss best practices for due diligence and auditing, and exporter obligations in routed export transactions, along with associated compliance risks.

### Speakers:

- Lynn Baltz, Sr. Vice President of Operations — J.F. Moran
- Kathleen Kinahan-Newell, Trade Compliance Manager — Massachusetts Export Center
- Ellie Salvati, Logistics Specialist — J.F. Moran

Date: Thursday, May 16, 2024

Time: 12:00 – 1:30 p.m. ET

Location: Online

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



## Use of the Cloud for Export-Controlled Tech Data: Trends, Tips and Best Practices

Cloud technology has grown to become the standard for storing, sharing and accessing data for most businesses. However, companies using the cloud to store export-controlled tech data or Software-as-a-Service (SaaS) providers using the cloud to distribute software functionality must take special precautions to ensure that they remain compliant with U.S. export control laws. Both the Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR) have provisions that allow for cloud usage for export-controlled technical data under certain conditions, but companies must be vigilant and implement data security protocols in order to remain compliant.

Most recently, the cloud is back in the export control spotlight, with the U.S. Department of Commerce Bureau of Industry and Security (BIS) issuing a proposed rule in early 2024 that would require U.S. cloud or Infrastructure as a Service providers (IaaS) to create sweeping new programs to identify and track foreign customers while also authorizing BIS to block or restrict IaaS transactions in certain foreign jurisdictions or with certain foreign persons. The proposed rule also implements reporting requirements for IaaS providers when foreign customers use U.S. cloud infrastructure for certain AI applications.

Join us for this webinar that will review best practices and requirements for compliance when using the cloud for export-controlled technical data. The webinar will also discuss the allowances for cloud usage under the EAR and the ITAR while providing guidance for implementing effective data security protocols. Finally, the webinar will discuss the new proposed rule for IaaS providers and what this may mean for the future of export controls as they relate to the cloud.

### Speakers:

- Steven Brotherton, Principal, U.S. & Global Export Controls and Sanctions Leader — KPMG US
- Jenna Glass, Managing Director, Export Controls and Sanctions — KPMG LLP
- Ellen Ozderman, Managing Director, Cyber Security Services — KPMG LLP

Date: Thursday, June 13, 2024

Time: 12:00 – 1:30 p.m. ET

Location: Online

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

# Partners and Cosponsors

The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts Small



Business Development Center, 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** ([www.msbdc.org](http://www.msbdc.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



INTERNATIONAL  
TRADE  
ADMINISTRATION

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 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 Massachusetts SBDC 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 Massachusetts SBDC.

The Massachusetts SBDC 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 Region ..... 413-499-0933
- Central Region ..... 508-793-7615
- Greater Boston Region ..... 617-243-1386
- Northeast Region ..... 978-542-6343
- Southeast Region ..... 508-673-9783
- Western Region ..... 413-577-1768
  
- Massachusetts Export Center ..... 617-973-6610
- Massachusetts APEX Accelerator ..... 413-545-6303
- Government Sales Advisory Program ..... 508-870-3193
- SBIR Program ..... 774-203-9972

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