

American Express Grow GlobalSM

Long Beach | Thursday, October 27, 2016



8:00 - 9:00 am* **Registration & Breakfast** - Foyer Area

9:00 - 9:45 am **Welcome Remarks & Morning Keynote** - International Ballroom 3, 4, 5
WELCOME REMARKS: Chris Rogers, Director, Business Development at American Express
MORNING KEYNOTE: Dustin Garis, Founder & Chief Troublemaker of LifeProfit
HOUSEKEEPING REMARKS: Ed Marsh, American Express Advisor on Exporting

9:45 - 10:00 am **Networking Break/Expo** - Foyer Area

10:00 - 11:00 am **Overcoming the Unknowns of Exporting:
Identifying the Risks and Recognizing the Opportunities** - International Ballroom 3, 4, 5
There are risks in any business activity, including exporting. This session will explore some of the commonly cited concerns and considerations to make as well as highlight the many unrecognized opportunities of exporting.
MODERATOR: Ed Marsh, American Express Advisor on Exporting
SPEAKERS:

- Ralph Wilson, Executive Vice President for USI
- Richard Ettenson, Professor at Thunderbird School of Global Management
- Robina Peanh, Regional Director of Trade Credit Insurance at Meridian Finance Group

11:00 - 11:15 am **Networking Break/Expo** - Foyer Area

11:15 - 12:15 pm **Workshop**
Attendees to choose one of two sessions

**The Exporting Team You Didn't Know You Have:
Tapping Federal and State Resources for Growth**

International Ballroom 3, 4, 5
Discover a wealth of existing resources available to help you take the next step on your exporting journey.

MODERATOR: Richard Swanson, Pacific South Network Director for the U.S. & Foreign Commercial Service

SPEAKERS:

- Martin Selander, International Trade Specialist, SBA Office of International Trade, Orange County
- Karen Scuncio, Business Consultant with the Orange County Small Business Development Center (SBDC)
- Jim MacLellan, Director of Trade Development for the Port of Los Angeles

Global Connections

International 1, 2
Attend a mentoring session and gain insights from top industry experts, government officials and successful exporters who can help you understand a range of topics:

- Selecting successful markets
- Leveraging local resources and opportunities
- Winning international government contracts
- Finding global partners
- Getting paid
- And much more

12:15 - 12:30 pm **Networking Break/Expo** - Foyer Area

12:30 - 1:30 pm **Lunch & Keynote** - International Ballroom 3, 4, 5
LUNCH REMARKS : Barbara Agoglia, Vice President, Business Product Management at American Express
LUNCH KEYNOTES:

- Senator Ricardo Lara, California State Senate District 33
- Holly Vineyard, Deputy Assistant Secretary for Global Markets, U.S. Department of Commerce

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1:30 - 1:45 pm

Networking Break/Expo - Foyer Area

1:45 - 2:30 pm

Workshop

Attendees to choose one of two sessions

**Casting a Wider Net:
Leveraging Sales Channels to Extend
Your Market Reach**

International Ballroom 3, 4, 5

Explore options to help you grow and extend incrementally into new international markets to expand business while managing the risks and responsibilities. We'll cover pros, cons and variations for options like ecommerce, trade shows, indirect and direct channel models.

MODERATOR: Ed Marsh, American Express Advisor on Exporting

SPEAKERS:

- John Panaccione, President & CEO of LogicBay Corporation
- Nicole Sahin, CEO of Globalization Partners
- Julie Nickel, International Sales Director at Messe Frankfurt, Inc.

**From Handshake to Done Deal:
Department of Commerce Programs
that Put You in Front of Buyers
Efficiently and Economically**

International 1, 2

When you're ready to transition from digital connections to on-the-ground meetings, the Department of Commerce offers amazing resources to help. Learn how to leverage Trade Missions and specific programs like the Gold Key Service and Single Company Promotion.

MODERATOR: Eric Olson, Principal Commercial Officer at the U.S. Commercial Service, U.S. Department of Commerce

SPEAKERS:

- Michael Snow, CEO of Snowpure
- Bill Edwards, CEO of Edwards Global Services
- Geana Phan, International Business Development Manager at ZO Skin Health, Inc.

2:30 - 2:45 pm*

Networking Break/Expo - Foyer Area

2:45 - 3:30 pm

Workshop

Attendees to choose one of two sessions

**Start Local - Scale Global:
Secrets to Global Success**

International Ballroom 3, 4, 5

Successful exporters will share their varied stories of international growth and common insights across their experiences. Learn from company leaders who grew through organic digital marketing, federal government contracting, and even completely by accident.

MODERATOR: Ed Marsh, American Express Advisor on Exporting

SPEAKERS:

- Joshua Halpern, Director of the eCommerce Innovation Lab at U.S. Department of Commerce
- Deborah Leonard, VP and Manager, Europe at Micronova Manufacturing

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3:30 - 4:30 pm

Networking Cocktail Reception: Meet the Speakers** - Foyer Area

Final agenda subject to change. *Please note all times are PDT.

** Must be 21 years of age or older to consume alcoholic beverages. Please drink responsibly.