

17th Annual World Trade Conference



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Los Angeles World Airports

 **American
Project Management**

17th Annual World Trade Conference

Tuesday May 4, 2010

7:00PM – 9:00PM

- Provocative Arm Chair Discussion/Networking/Drinks/Hors D' Oeuvres

Wednesday May 5, 2010

8:00AM – 8:30PM

- Breakfast & Networking/Morning Session/ Lunch
- Networking/Coffee & Desert/Afternoon Sessions
- Evening Keynote/Networking/Drinks/Hors D' Oeuvres

Featured Speakers and Panelists Include:

Dr. Peter S. Watson, President and Chief Executive Officer of the Dwight Group & former Chairman, President, and Chief Executive Officer of the U.S. Overseas Private Investment Corporation

Uwe Janssen, Founder, Chairman and CEO of Rauch International, Chairman International Business Association (IBAglobal)

Cari Guittard, Executive Director of Business For Diplomatic Action

Rich Silivanch, Co-founder, Partner and Creative Director of Mutant Media, New York

Michael Turner, Vice President - Pacific Region at UPS, Inc.

Aldo A. Aguirre, Ph.D. Honorary Vice Consul of Guatemala

Kevin Lombardo, Partner, McKenna Long & Aldridge LLP

Jamil Dada, Vice-President of Investment Services, Provident Bank

Felix Danciu, Founder Olive Capital LLC

Gary Furlong, Honorary Consul General of Uzbekistan

Lic. Jose Rodrigo Guevara, MBA, Trade Commissioner – Guatemala Trade & Investment Agency

Les Hamasaki, Co-founder, President & CEO of the Green Technology Institute, Inc.

Norman Arikawa, International Trade Manager – Port of Los Angeles

Mark A. Thorpe, Director of Air Service Marketing – Los Angeles World Airports

Kurt Reineke, Founder & Principal of KBR Consulting, LLC

Paulina Biggs Sparkuhl, Honorary Consul of Chile in Las Vegas

Viviana Araneda, Trade Commissioner, Chile

Gunjan Bagla, Managing Director, Amritt Inc., Charter Member of The Indus Entrepreneur (TiE), a Western & Indian business association

Visiting Delegations:

Ho Chi Minh City Union Business Association (HUBA) - Vietnam Distribution Association (VDA)

17th Annual World Trade Conference

Changing the Way We Do Business

Successfully Identifying, Competing for and Capitalizing on International Business, Funding and Job Creation Opportunities

While the international market place can be a source of jobs and funding, it is a very competitive arena. Regions, states, cities and private companies are faced with a variety of challenges associated with identifying and capitalizing on international opportunities.

The 8 Primary International Expansion Considerations 8PIEC™;

- Knowing When to Expand Internationally
- Business Stabilization vs. Expansion
- Education/Re-Education of Workforce
- Branding and Positioning for Global Interest
- Identifying and Qualifying Opportunities
- Funding Opportunities
- Attracting Buyers, Partners and Investment Dollars
- Implementing and Executing on Opportunities

Speakers, panel discussions and networking provide you access to information and strategies on how to realistically and successfully compete for and capitalize on international opportunities. The “nuts and bolts” of international business.

Agenda is Subject to Change#

IBAglobal reserves the right to change the conference agenda to best meet the theme of the conference

Tuesday May 4, 2010

7:00PM – 9:00PM – Evening Networking Event & Armchair Discussion

*Enjoy drinks and hors d'oeuvres while you Network, Listen to and Participate in this very special Provocative Armchair discussion. This **not-to-miss** event will provide unique, candid, on the ground global insights and practical take-aways for anyone working or thinking of doing business globally.*

7:15PM – 8:00PM

International Corporate Diplomacy

What You Need to Know Now: A Conversation on Global Corporate Reputations, Opportunities & Pitfalls, and the Geopolitical Business Environment

with:

Cari E. Guittard

Globalization has changed the face of multinational companies. Corporate diplomacy is crucial to the credibility of a company in explaining, positioning and carrying out its business. Developing intercultural sense and sensibility will enable the practitioners of corporate diplomacy to develop culturally sensitive best business practices throughout the supply chain. Special focus must be placed on: developing strategic communications for foreign media; maintaining brand reputation; developing rapid response crisis communication strategies; developing corporate advocacy for environment, open trade and free markets; using philanthropy and community relations to counter negative sentiments; dealing with foreign bureaucracy, influentials, activists and opinion leaders.

Cari E. Guittard, Executive Director Business for Diplomatic Action

Cari Guittard, BDA's Executive Director guides the activities of a global Board and Senior Advisory Council with members in every region of the world. *Business for Diplomatic Action* is the only private sector led a-political, non-profit whose mission is to enlist the U.S. business community in public diplomacy and global engagement efforts. Guittard has worked for US Department of State as a computer security specialist and spokesperson for cyber threats and critical infrastructure protection and traveled extensively to every region of the world, working on State systems, developing threat perspectives and briefing and engaging thousands of Ambassadors, law enforcement, military, heads of US based corporations, and civil society leaders on cyber terrorism, critical infrastructure protection and related threats. Following the September 11, 2001 attacks, Guittard became a Special Assistant to the Under Secretary for Public Diplomacy & Public Affairs at State, managing a portfolio that included the Under Secretary's public affairs, speeches and events, East Asian and Pacific Affairs, Political Military Affairs, Diplomatic Security, Counter-terrorism and Information Resource Management.

Wednesday May 05, 2010 – Conference, Afternoon Sessions & Evening Reception

6:30AM - 8:00AM – Set Up

8:00AM - 9:30AM – Continental Breakfast, Registration and General Networking

9:45AM - 10:00AM – Opening Remarks – **Uwe Janssen**

Uwe Janssen, Chairman and CEO of Rauch International, LLC has negotiated multimillion-dollar contracts throughout North/South America, Europe and Asia. He is an appointed member of the California Inland Empire District Export Council (CEIDEC) and is currently serving as International President and Chairman of the International Business Association (IBAglobal) as well as Chairman of IBAglobal's 17th Annual World Trade Conference

10:00AM - 10:15AM – Introduction of Master of Ceremonies - **Noel Massie**

Noel Massie, Southeast California Vice President of UPS, is responsible for the efforts of over 8500 employees who provide service throughout Los Angeles, the Inland Empire and the entire state of Hawaii. Noel served in several leadership positions within the company, including an assignment to UPS Corporate Leadership Schools in Atlanta where he oversaw seven worksites around the country dedicated to management training and leadership. In addition to his responsibilities at UPS, Noel has long been a community advocate working closely with several organizations. Currently, he sits on the board of the Inland Empire United Way and the Inland Empire Economic Partnership Board of Directors in Southern California.

10:20AM - 10:45AM - Plenary Speakers – **Rich Silivanch and Eric Singleton**

Importance of Branding to Your Target Market

Companies must change their marketing efforts to adapt to those of another country. Values, beliefs, culture, economic conditions and competitive conditions specific to a country or region are variations that must be considered.

Rich Silivanch and Eric Singleton are co-founders and partners of Mutant Media, New York. In addition to being a strategic partner of IBAglobal, Mutant Media's creative solutions have also added value to well known clients such as: ARAMARK | Givaudan Flavors | Xerox | Virgin Mobile | Reebok | Bud Light | Bacardi | Alcatel Lucent | NEC | CitiBank | Paramount Pictures | Goldman Sachs | Amtrak | Merrill Lynch | BOSCH.

10:50AM - 11:20 AM - Speaker - Michael Turner

Enabling Global Commerce in the New 'Normal' Global Economy

When US consumption is down, global expansion is an opportunity for growth.

Michael Turner, is Vice President, Pacific Region at UPS, Inc. Beginning his career with UPS in 1983 as a part-time unloader in Toledo Ohio, Mike has served many roles within the organization. In August of 2008, Mike was asked to take on another assignment in the Pacific Region as the Vice President of Sales, based in Southern California. In April of this year, Mike became the West Region Vice President of Sales (still based in Laguna Hills, CA) managing 16 ‘western states’ from Louisiana to Washington State, including the markets in both Texas and California. The business plan is in excess of \$8.6 billion in annual sales. Some of his clients include household names such as Blockbuster, Macy’s, The Home Depot, Foot Locker, The Men’s Wearhouse, GameStop, Adidas, Fidelity National Financial, Texas Instruments, The Sharper Image and others.

11:20AM - 12:30PM – Plated Lunch

11:25AM - 11:40AM – Speaker – Aldo A. Aguirre, Ph.D.

Standardizing, Maintaining and Promoting a Global Community of Honorary Consuls

The Consular Chamber of Commerce with currently 1100 consular and diplomatic members, was formed in 2004 to establish, standardize, maintain and promote a global community of honorary consuls, in organized support of international fair trade, business initiatives and cultural awareness.

Aldo A. Aguirre, Ph.D. is Honorary Vice Consul of Guatemala and is principal of Alianza Consulting Group, LLC, an international business development, marketing, and public relations firm. He is a founding board member and in-coming President of the Consular Chamber of Commerce, a global trade organization with over 1,400 members, and serves as the board vice chairman for the Las Vegas-Clark County Library District. He also serves on the boards of the Latin Business Association of Los Angeles, CA, and Advance Guatemala Foundation. Aldo earned a Ph.D. in Arts Policy & Administration from The Ohio State University. He is a member of the state of Nevada Diplomatic Corps, serving as the Honorary Vice Consul of Guatemala. He was also appointed as the chair of the United States Membership Committee for the *Federation Internationale des Corps et Associations Consulaires (FICAC)*, also known as World Federation of Consuls.

11:40AM – 11:45AM – Special MOU Signing Ceremony – IBAglobal and Consular Chamber of Commerce

11:50AM - 12:10PM – Export Achievement Awards/Special Awards

Presented by: **Fred Latuperissa**, Director, U.S. & Foreign Commercial Service, International Trade Administration, U.S. Department of Commerce

12:15PM - 12:25PM – Introduction of Vietnamese Delegation – Uwe Janssen**12:25PM - 12:30PM – Special MOU Signing Ceremony - IBAglobal and HO CHI MINH CITY UNION OF BUSINESS ASSOCIATIONS****12:35PM - 1:20PM – Keynote Speaker – Dr. Peter S. Watson****"Distinguished Harvard Professor Niall Furuson Asserts the U.S. is an "Empire at Risk," is he Right?"**

Dr. Peter S. Watson, President & CEO of the Dwight Group, and former Chairman, President and CEO of the U.S. Overseas Private Investment, Chairman of the U.S. International Trade Commission and White House as Director of Asian Affairs at the National Security Council.

1:25PM - 1:30PM – Close of morning session**1:30pm - 2:00PM – Break/Coffee/Deserts – General Networking**

Afternoon Sessions**(Room A) - 2:15PM to 4:45PM**

- **2:15PM - 4:45PM - Training – Export Control Update and Training for the Current Dynamic Environment, includes ITAR and Dual Use Information**

Presented by: **McKenna Long & Aldridge LLP – Kevin Lombardo**, Partner

Special Update on Export Control Modernization

(Room B) - 2:15PM to 6:00PM

➤ **2:15PM - 3:15PM** - Panel Discussion – **Creating an Economy for Global Competitiveness, A Workforce Development Perspective**

A new economy driven by knowledge and innovation has emerged across the nation. It is reshaping our economic landscape, just as it is redefining the foundations of success for the Inland Empire. The competition created by a global economy increases the need for a highly skilled workforce. The Inland Empire Workforce Investment Boards, led by private-sector businesses, are taking a leadership role in transforming our workforce system to meet the demands of our business community. The panel will discuss the strategic initiatives and services that have been developed to position the region for economic recovery and long-term growth.

Moderator: **Jamil Dada** - Chairman of the National Association of Workforce Boards

Panelists: **Ricardo Olalde**, Chairman of Riverside County Workforce Investment Board

Felecia Flourney, Executive Director of Riverside County Workforce Investment Board

Sandy Harmsen, Director of the San Bernardino County Department of Workforce Development

➤ **3:30PM - 4:30PM** - Panel Discussion - **Financing Your International Opportunities**

Sourcing any kind of financing is a difficult proposal domestically, and even more so internationally. Panel will explore the practical approach of soliciting financing in the US and rest of the world and offer a realistic perspective on what to expect and how to best position your company for growth. Financing solutions/options may include USCIS EB5 program, Investment Banking, Private Banking, Investors and more...

Moderator: **Felix Danciu**, Founder Olive Capital, LLC

Panelists: **Janet Wang**, Rauch International

Todd Gallinger, Founder & Principal of Gallinger Law

Sylvia Gutierrez, Business Development Specialist at the U.S. SBA Santa Ana District

➤ **4:45PM - 5:45PM** – Panel Discussion - **International Opportunity Zones**

Everyone is aware of the opportunities associated with the primary markets such as India, China, Brazil and the U.S. Other less known but equally as stable and exciting markets are accessible and ready to do business.

Moderator: **Aldo A. Aguirre, Ph.D.**, Honorary Vice-consul of Guatemala in Las Vegas

Panelists: **Gary Furlong**, Honorary Consul General of Uzbekistan in Seattle

Lic. Jose Rodrigo Guevara, MBA, Trade Commissioner - Guatemala Trade & Investment Agency in Los Angeles, CA

Gunjan Bagla, Managing Director of Amritt, Inc.

(Room C) - 2:15PM to 6:00PM

- **2:15PM - 3:30PM** – Lecture/Discussion – **The Green Internet Revolution: Changing the Way We do International Business**
Case Study: Project Green Haiti: Solar Dome Televillage Empowerment Center Initiative

These Empowerment Centers are green incubators that will train the local eco-entrepreneurs to rebuild their communities utilizing the Internet Technology (IT) to access information and learn online through the Avatar technology as well as learning by doing training program onsite, on various green technology applications, e.g. solar, wind, bio-fuels, hydrogen, green house farming, etc. The Solar Dome Televillages are like IKEA Kits that can be deployed rapidly all over the world. Imagine a network of solar televillages where the Green Technology Institute becomes the E-GreenDepot clearinghouse for accessing appropriate green technology and online training programs.

Moderator: Les Hamasaki, Co-founder and President & CEO of the Green Technology Institute, Inc. (IGTI)

Panelists: Dan Faustin, Principle of SImACT (Invited)

Capt. Don Kubley, Founder, President/CEO of InterShelter Inc.

Glenn Bland, President of Bland Solar & Air

Rob Srinivus, Sr. Executive Director, IGTI, Inc.

Carl Welty, Principle, Claremont Environmental Design Group

- **3:45PM - 4:45PM** - Lecture/Discussion - **Export Strategy: Successful Marketing at Trade Show Events**

Presented by: **Reed Exhibitions**

- **5:00PM - 6:00PM** - Presentation/Discussion - **Southern California: Number # 1 Cargo Gateway**

Presented by: **Port of Los Angeles - Norman Arikawa**, International Trade Development Manager

Los Angeles World Airports - Mark A. Thorpe, Director of Air Service Marketing

(Room D) - 2:15PM to 6:00PM**➤ 2:15PM - 3:30PM – Lecture/Discussion - Iraq Reconstruction and Business Opportunities**

Presented by: **Kurt Reineke & Kevin T. Slattery**

Overseas business development is fraught with opportunities disguised as challenges in the best of circumstances. Business development in an unfamiliar setting with a nascent government, possibly unfamiliar business structures, and experiencing an uncertain security environment presents unique opportunities to those who can navigate the business maze. Iraq's unfamiliar business environment to most in the west provides a convenient, but weak, excuse to avoid Iraq's unprecedented re-building opportunity. However, understanding business development in Iraq provides unique and attainable prospects for those willing to walk through the gap and take the challenge. Government provided "How to..." pamphlets and booklets are useful, but two business and regional professionals, Mr. Kurt Reineke and Mr. Kevin Slattery, with 30 years combined Middle East experience and 11 years business know-how in Iraq as recently as 2009, deliver a presentation born of experience and designed to pierce the veil of uncertainty that often accompanies the decision of whether or not to embrace opportunities in Iraq.

➤ 3:45PM - 4:45PM - Presentation/Discussion – VIETNAM – Potential and Opportunities

Invited: **Ms. Bich Nam** – Ho Chi Minh City Union Business Association (HUBA)
Mr. Ba Minh – Vietnam Distribution Association (VDA) & HUBA
Saigon Co-op Mart
SATRA – Saigon Trading
HAPRO (Hanoi Trade Corporation)
Phu Thai Group (Real Estate Developers)

➤ **5:00PM - 6:00PM** - Presentation/Discussion – **CHILE - Understanding the Opportunities**

The Chilean government estimates that urban planning projects and building programs related to housing reconstruction alone will exceed U.S. \$3.5 billion. Chilean officials indicated they will also be seeking collaboration on reconstruction for infrastructure, schools, hospitals and clinics.

Presented by: **Paulina Biggs Sparkuhl**, Honorary Consul of Chile in Las Vegas and **Viviana Araneda**, Trade Commissioner, Chile

Paulina Biggs Sparkuhl originally founder and owner of a commercial interior design firm, Paulina sold the firm to pursue diplomatic work and served as officer on the boards of directors of Nevada Executive Women in Hospitality (NEWH), President of The Chilean Association of Nevada, Board member of Child Focus, the Nevada Committee on Foreign Relations, the Consular Corps College and has always been an active member of the Latin Chamber of Commerce. Paulina has led consular missions and delegations to Chile, Argentina, Latvia and Monaco and obtained Delegated Authority Certification from the Import-Export Bank of the United States. She is co-founder of the Consular Chamber of Commerce and its affiliate, Identify.nu, whose mission is to facilitate and ease cross-border business. In 2006 she became the first North American member of the World Federation of Consuls (FICAC), a Brussels-based, United Nations-recognized N.G.O. and the first Consul from the State of Nevada to plan and execute a consular mission on trade and cultural relations between Nevada, Chile and Argentina. In 2008 Paulina was the first Chilean to arrange, plan and host The President of Chile, HE Michelle Bachelet to the State of Nevada and the following year was appointed FICAC North American Membership Chairperson and became first woman and first North American Resident elected to the Board of Directors of the World Federation of Consuls (www.ficacworld.org). She has been awarded the FICAC Medal of Honor in Bangkok, has received the Certificate of Commendation, as president of the Chilean Association from US Senator Majority Leader Harry Reid and received a Congressional Recognition, as President of the Chilean Association from Congresswoman Shelley Berkley.

Viviana Araneda is a Trade Commissioner of Chile. She directs the Los Angeles office of ProChile, the government agency that promotes Chilean exports and enhances the nation's profile abroad. She has been working in partnership with the Port of Los Angeles and the Los Angeles Chamber of Commerce, among other institutions, to promote bilateral relations between Chile and California. Araneda was previously head of the Asia and Oceania Department at the General Directorate for International Economic Affairs (DIRECON) in Chile's Ministry of Foreign Affairs. In that position she was responsible for trade negotiations with China, Japan, New Zealand, Singapore, Brunei, Thailand, Malaysia, India and Brunei, among others, as well as the implementation of the Free Trade Agreement between Chile and Korea. Between 2004 and 2005, she was involved in the multilateral negotiations at the WTO Doha Round, representing Chile's position on fisheries. Araneda received a bachelor's degree from the Universidad de Chile and a master's degree from Yale University.

Evening Networking Reception& Keynote Speaker – 6:00PM to 8:30PM

6:00PM - 7:00PM – Networking Reception with cocktails and hors d'oeuvres

7:15PM - 7:50PM - Evening Keynote Speaker – **Mr. Gunjan Bagla**

“Going for the Gold: How SME’s can make the most of today's global markets”

Over the next decade, most of the growth opportunities are going to reside outside the developed and familiar economies. While small and medium sized companies no longer have the luxury of ignoring these global markets, they can't outspend the familiar behemoths or outmaneuver the local entrenched competitors either. Here are five ways to win in today's times...

Gunjan Bagla is managing director of Amritt, Inc. Their [Global Business Consultants](#) provide an advisory service facilitating trade between the United States and India. Mr. Bagla provides guidance in entering new markets, global strategy execution, finding and managing vendor partners, and establishing overseas offices. Mr. Bagla has 25 years of global sourcing and marketing experience. He has held senior positions in global technology sales and marketing. Mr. Bagla has managed teams sourcing products and services from China, India, and Europe. He began his career as an engineer for Larsen & Toubro, a prominent Indian industrial firm, sourcing French machined components. Mr. Bagla came to the U.S. and later worked as director of program management for Tandon Computer. Born and raised in India, he now lives in the United States and travels to India frequently. Mr. Bagla is chairperson and a charter member of the global sourcing special interest group of The Indus Entrepreneur (TiE), a business association including Western and Indian organizations. He is a member of the Asia Society and a charter member of the US-Asia Business Forum. Mr. Bagla's articles on global business have been published in *CIO Magazine*, *Business World*, *Daily Variety*, *Dataquest India*, and others. Mr. Bagla earned his MBA with honors from Southern Illinois University. He received his bachelor's degree in engineering from the Indian Institute of Technology (IIT) in Kanpur and is a global leader of the IIT alumni movement.

7:50PM - 8:30PM - One-on-One meetings/General Networking

8:30PM – Official Closing