Day One

Market Entry Strategies and Global Market Research

Wednesday April 13, 2022

Morning Session

8:00 – 8:30 Registration & light breakfast

8:30 – 8:45 Welcome – Introduction: Name, Company, Title, Topic of most interest

8:45 – 9:45 Leveraging government resources for market entry
Brian Miller, Senior Trade Specialist, U.S. Commercial Service

9:45 – 10:00 NETWORKING BREAK

10:00 – 11:00 Doing Business Across Cultures
Omar Ayyash, World Trade Center Kentucky

11:00 – 12:00 Global Marketing 101 – Building a branding & marketing strategy
Pete Healy, Global Marketing Consultant, Summit3997

12:00 – 1:00 LUNCH BREAK

Afternoon Session

1:00 – 2:00 Global Market Entry – Case Study
Pete Healy, Global Marketing Consultant, Summit3997

2:00 – 2:15 NETWORKING BREAK

2:15 – 3:15 Understanding the Foreign Currency Market
Jay Rush, Managing Partner, Bannockburn Global Forex, LLC

3:15 – 4:00 Breakout Discussions with Speakers:
- Global Market Research
- Global Branding
- Business Culture
- Global Currencies

4:00 – 4:15 Wrap Up / Q & A
Day Two

Import/Export Compliance and Logistics

Thursday, April 14, 2022

Morning Session

7:30 – 8:00  Registration, networking and light breakfast

8:00 – 8:15  Welcome, introduction, and overview of FedEx
              Rick Clevinger, Sr. International Account Executive, FedEx Services

8:15 – 10:15 Logistics Overview
           Rick Clevinger, Sr. International Account Executive, FedEx Services
           Marty Ruxer, Sr. International Account Executive, FedEx Services

10:15 – 10:30 NETWORKING BREAK

10:30 – 11:30 Import Compliance
              David Robeson, ED Bullard

11:30 – 12:30 LUNCH BREAK

Afternoon Session

12:30 – 1:30  Incoterms
              Marty Ruxer, Sr. International Account Executive, FedEx Services

1:30 – 2:30  Export Compliance
              Alan Black, Regulatory Affairs Leader, Valvoline International, Inc.

2:30 – 2:45  NETWORKING BREAK

2:45 – 3:30  Breakout Discussions with Speakers
               • Global Logistics
               • Import/Export Compliance
               • Incoterms

3:30 – 3:45  Wrap Up / Q & A
Day Three

International Tax, Payments, Finance and Legal Considerations

Friday, April 15, 2022

Morning Session – International Finance / Payments

7:30 – 8:00  Registration, check in and light breakfast

8:00 – 9:00  Trade Credit Insurance / EXIM Bank
Mark Klein, Regional Director, EXIM Bank

9:00 – 9:45  International Payments
Pete Healy, Global Marketing Consultant, Summit3997

9:45 – 10:00 NETWORKING BREAK

10:00 – 10:45 International Tax Considerations
Michael Grim, Partner, Tax Services Team, MCM CPAs and Advisors

10:45 – 11:45 Due Diligence
Christopher Weiss, Due Diligence Consultant, Kreller Group

11:45 – 1:00 LUNCH BREAK

Afternoon Session – International Legal Considerations and Workshop

1:00 – 1:45 International Legal Considerations
Katherine L. Berkley, Managing Associate, Frost Brown Todd

1:45 – 2:30 International Contract Considerations
Laura Pentova, International Business & Global Trade Counsel, Valvoline

2:30 – 2:45 NETWORKING BREAK

2:45 – 3:00 Q&A Wrap-Up