



**WORLD TRADE CENTER®
ATLANTA**

2nd Annual World Trade Day

Trade Talk: High Stake Innovations Impacting the Global Stage

May 4, 2018 ▪ Renaissance Waverly Hotel ▪ Atlanta, Georgia USA

Worldtradeday.com

DRAFT AGENDA

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7:30am Registration, Networking Breakfast & Global Exchange Stations/Exhibit Hall

VIP Breakfast & Networking

8:30am Welcome & Introduction

9:00am KEYNOTE SPEAKER

9:50am Governor Deal's "World Trade Day 2018" Proclamation

10:00am Networking & Global Exchange Stations

10:30am Parallel Panel Discussions (Choice of One)

From Brexit and NAFTA to North Korea and China: Geopolitical Forces Impacting Global Market Opportunities

Global political and economic disruptions are changing the trade and investment landscape in ways that we did not imagine just a few years ago. The United States, Canada and Mexico are renegotiating NAFTA, the United Kingdom continues the complicated process of leaving the European Union, North Korea poses imminent threats to security in Asia and beyond, and China continues to rise as an economic powerhouse. How do these and other forces impact global market opportunities? What can we expect in terms of political and economic changes over the next decade? How can firms manage this uncertainty and risk as they compete globally?

Financing Your Global Expansion in Today's Ever-Changing Digital Era

The diversity of sources of capital to support your business's global growth has expanded significantly over the last several decades. Today, entrepreneurs doing business with international clients, or directly overseas, have financing options that include traditional and non-traditional financial models. These include big banks, private equity, bonds, crowdfunding, private international offerings, and even the EB-5 immigrant investor program. Learn more about how to access and use innovative financing to enable your company's global growth.

For sponsorship opportunities, please contact:

Dr. Diane Alleva Cáceres, diane@marketaccessintl.com or call 404-374-7682



❑ **Growing Globally - What's Holding You Back? Identifying and Addressing Pain Points**

Are you thinking about exporting, importing or investing globally but do not have the tools? Are you currently active globally but face growth challenges from limited internal capabilities and a lack of an innovation strategy to market entry barriers? Learn how to identify and address these and other pain points to get back on your growth trajectory.

11:30am

Networking & Global Exchange Stations

12:00pm

Luncheon & Distinguished Panel Discussion:

High Stake Innovations Impacting the Global Stage - Where Does Georgia Lead?

Global leadership Award Presentation

1:45pm

Parallel "Conversations that Matter" (Choice of One) - Be a part of the solution by engaging in this interactive format.

❑ **Artificial Intelligence and Machine Learning: What Is It and How Does It Impact Your Company?**

Innovations in artificial intelligence, machine learning, cybersecurity and IoT are impacting almost every manufacturing and service industry. These technologies intersect, enabling breakthroughs from autonomous vehicles to personalized healthcare to improved customer experiences but they also raise challenges. Learn how these technologies help companies like yours turn data into intelligence leading to more accurate forecasts, improved productivity and strengthened capability to compete globally.

❑ **MedTech: Revolutionizing the Health Industry**

Learn about the latest exciting global innovations in medical technologies, from AI and bioinformatics to devices and new therapeutic solutions. The rapidly expanding global market for medical technologies, currently valued at \$400 billion, is creating trade and investment opportunities for Georgia and Southeastern U.S. firms in microelectronics and telecommunications, instrumentation, biotechnology and software development, among other industries. What are the global business opportunities and how can organizations benefit? What types of global partnerships lead to successful innovations? Where does your firm fit along the value chain?

❑ **Advanced Manufacturing: Disruptive Innovations, Global Supply Chains and Complex Markets – What's Your Strategic Plan?**

Many industries - automotive, food processing, medical devices, packaging, technical textiles, and plastics to name a few - are experiencing disruptions from the creation and use of new technologies. 3D-printing, robotics, digital supply chains and even augmented reality can improve manufacturers' productivity and competitive positions in the market. But, which technologies will have the biggest positive impact on your business? How will your workforce needs change? What are the opportunities and risks of investing in these innovations?

3:15-4:30pm Closing Guest Speaker, Reception & Networking!

The WTD Committee will continue to build this draft agenda with additional business development opportunities.

Stay tuned!

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