



**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

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Available!**

### AGENDA

7:30am

**Registration, Networking Breakfast & Global Exchange  
Stations/Exhibit Hall (Throughout the Day)**

**VIP Breakfast & Networking**

8:30am

**Welcome & Introduction**

**Opening Remarks**

Dr. Diane Alleva Cáceres  
Chair, World Trade Day  
CEO, Market Access International, Inc.

Dr. Karen Loch  
President, World Trade Center Atlanta  
Professor, Robinson College of Business  
Georgia State University

**Sponsor Remarks**

Dr. J.B. Kurish  
Professor in the Practice of Finance  
Senior Associate Dean  
Executive Education  
Emory University

9:00am

**KEYNOTE SPEAKER - Mr. Bryson Koehler, CTO, IBM Watson & IBM Cloud**

9:50am

**Governor Deal's "World Trade Day 2018" Proclamation**

10:00am

**Networking & Global Exchange Stations**



10:15am

**Parallel Panel Discussions (Choice of One)**

**☐ From Brexit and NAFTA to Africa 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, China is shaping its leadership role in Asia while North Korea poses imminent threats to security, and elections in African countries bring the promise of positive change and economic growth. 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?

Moderator: Dennis Lockhart, Former President and CEO of the Federal Reserve Bank of Atlanta; Harvard Kennedy School

- Nadia Theodore, Consul General, Canadian Consulate General in Atlanta
- Dr. Penny Prime, Clinical Professor, J. Mack Robinson College of Business, Georgia State University
- Troy Gautier, CEO, Alliances Progress

**☐ 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, ICOs and even the EB-5 immigrant investor program. Learn more about how to access and use innovative financing as well as understand the legal and accounting components to enable your company's global growth.

Moderator: Delray Wannemacher, President and CEO, First Look Equities, LLC

- Rogelio Carrasquillo, Member, Cozen O'Connor's Corporate and EB-5 Practices
- Enrique Martinez, CEO, Web Capitalists and Blocksis Corporation
- Dr. Ismael Fernández, President and EB-5 Economist

**☐ 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? Are you considering how the diversity of regulations and tax codes impact your firm's growth? Learn how to identify and address these and other pain points to get back on your growth trajectory.

Moderator: Joanne Sanders, Managing Director, eWise Communications

- Mary Waters, Deputy Commissioner for International Trade, Georgia Department of Economic Development
- Maureen Halstedt, Director, Global Product Manager, KaMin, LLC
- Iliana Malinov, Director International Tax, Gross Collins



**11:30am**                      **Networking & Global Exchange Stations**

**11:45am**                      **Luncheon & Distinguished Panel Discussion:**

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

Sponsor Remarks:                      Mary Waters  
Deputy Director  
International Trade  
Georgia Department of Economic Development

Moderator:      Dr. Diane Alleva Cáceres, CEO, Market Access International, Inc.

- Steve Justice, Executive Director, Georgia Centers of Innovation
- Marek Gootman, Fellow and Director of Strategic Partnerships and Global Initiatives - Metropolitan Policy Program, The Brookings Institution
- Dr. Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University
- Chris Germany, Director of Logistics, TOTO USA

**1:00pm**

**John C. Portman Global Leadership Award  
Presented by  
John C. “Jack” Portman III, Vice Chairman, Portman Holdings  
To  
Amb. Andrew Young, Jr.**

**1:30pm**                      **Networking & Global Exchange Stations**

**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. How are regulations changing to facilitate versus inhibit innovation? 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.

Moderator:      Ben Cagle, CEO, Cagle Consulting Partners

- Alexander P. Woolcott, Partner, Morris, Manning & Martin LLP
- Don Turner, Global Director, IBM Watson Health
- Harsh Kar, Managing Director, Accenture



### ❑ **MedTech: Revolutionizing the Way We Manage Our Health**

Learn about the latest exciting global innovations in medical technologies – from robotics and bioinformatics to medical devices and therapeutics - impacting our lives and businesses. The rapidly expanding global market for medical technologies, currently valued at \$400 billion, is creating trade and investment opportunities for firms active in microelectronics and telecommunications, instrumentation, biotechnology and software development, among other industries. What are the global business opportunities and how can organizations benefit? How do firms innovate as regulatory environments change and costs rise? What types of global partnerships lead to successful innovations? Where does your firm fit along the value chain?

Moderator: Russell Allen, President & CEO, Georgia Bio

- Mary Butler, Chief Technology Officer, Dornier MedTech GmbH
- Dr. Robert T. McNally, President & CEO, GeoVax
- Dr. Janet L. Walsh, President and CEO, Birchtree Global, LLC
- Tiffany (Karp) Wilson, CEO Global Center for Medical Innovation & T3 Labs

### ❑ **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?

Moderator: Ron McGary, Program Director & Industrial Systems Technology Instructor, Lanier Tech

- Eric Hansotia, Senior VP Global Harvesting, Crop Care, Advanced Technology Solutions, & Dealer Technical Support, AGCO Corporation
- John Doyle, Vice President of Dealing and Trading, Tempus US
- Shay Foley, General Manager, Alcon, A Novartis Division
- Crystal Y. Davis, CLSSBB, CEO/Lean Practitioner, The Lean Coach, Inc.

### **3:15-4:15pm Closing Guest Speaker – *Navigating the U.S. Tax Cuts and Jobs Act and Its Impact on Trade***

Closing Guest Speaker: Samuel F. Williams, Jr., Managing Director, International Tax, Deloitte Tax  
Moderator: Bill Crane, Principal, Media Relations/Strategy, CSI Crane

### **4:15-5:00pm Reception & Networking!**

**(Optional activity and additional cost):**

**“May the Fourth Be With You” Star Wars Theme!  
Atlanta Braves vs. San Francisco Giants**

[Buy Your Baseball Tickets Here](#)

**10 minute walk from the conference hotel. Bring your colleagues and new contacts!**