



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

AGENDA

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7:30am	Registration, Networking Breakfast & Global Exchange Stations/Exhibit Hall (Throughout the Day)
	VIP Breakfast & Networking
8:30am	Welcome & Introduction
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, 14th President and former CEO of the Federal Reserve Bank of Atlanta; Harvard Kennedy School

- Nadia Theodore, Consul General, Canadian Consulate General in Atlanta
- Kristen Hirst, Vice Consul Trade & Investment, Financial, Professional & Business Services, Department for International Trade (Invited)
- Dr. Penny Prime, Clinical Professor, J. Mack Robinson College of Business, Georgia State University
- The Honourable Armah Kofi Buah, MP Ellembele District, Republic of Ghana

For sponsorship opportunities, please contact:
Dr. Diane Alleva Cáceres, diane@marketaccessintl.com or call 404-374-7682



1:20pm

John C. Portman Global leadership Award
Presented by
John C. “Jack” Portman III, Vice Chairman, Portman Holdings

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: Renee Pearson, Global Director, Innovation, Kimberly Clark

- Alexander P. Woollcott, 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, Eric Hansotia, Senior VP Global Harvesting, Crop Care, Advanced Technology Solutions, & Dealer Technical Support, AGCO Corporation
- Tempus US (Invited)
- Shay Foley, General Manager, Alcon, A Novartis Division
- Magna/Decostar Industries (Invited)

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

7:35pm at SunTrust Park

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