



WORLD TRADE CENTER®
ATLANTA

3rd Annual World Trade Day

Trade Talk: Capturing Global Markets in a Turbulent World

May 3, 2019 ▪ Renaissance Waverly Hotel ▪ Atlanta, Georgia USA

Worldtradeday.com

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Available!**

AGENDA

7:30am

Registration, Networking Breakfast, Global Exchange Stations/International Pavilion & "Ask The Experts" Booth (Throughout the Day)

VIP Breakfast & Networking

8:30am

Welcome & Introduction

Dr. Diane Alleva Cáceres

President, World Trade Center Atlanta
Founder & Chair, World Trade Day

Sponsor Recognition

Max Sutherland

Executive Vice President, World Trade Center Atlanta
Vice Chair, World Trade Day

Sponsor Remarks

Dr. J.B. Kurish

Professor in the Practice of Finance
Senior Associate Dean
Executive Education
Emory University

8:50am

KEYNOTE SPEAKER

9:30am

Governor Kemp's "World Trade Day 2019" Proclamation

9:45am

Networking



10:00am

Parallel Panel Discussions (Choice of One)

Geopolitical Forces Impacting International Market Opportunities

International markets continue to fluctuate, creating opportunities but also uncertainty and risk. China's economic slowdown, continued uncertainty around a Brexit deal, a renegotiated NAFTA yet to be ratified as the United States-Mexico-Canada Agreement (USMCA) and geopolitical forces are affecting global growth. How are countries adjusting their trade and investment strategies to take advantage of new opportunities while minimizing risks? What do these changes mean for your firm's growth?

Moderator: **Dr. Alasdair Young**, Professor and Co-Director, Center for European and Transatlantic Studies, The Sam Nunn School of International Affairs, Georgia Institute of Technology

Panelists:

- **Ambassador Charles Shapiro**, President, World Affairs Council of Atlanta
- **Dr. Jagdish N. Sheth**, Charles H. Kellstadt Chair in Marketing, Goizueta Business School, Emory University
- **Hon. Young-jun Kim**, Consul General, Consulate General of the Republic of Korea

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

Changes in traditional trade and foreign direct investment (FDI) finance as well as disruptions caused by the growth of FinTech offer a wider range of financial resources to support your global expansion. This panel discussion covers both traditional and alternative sources of finance, foreign exchange management, as well as creative ways to match finance with export, import and FDI opportunities.

Moderator: **Dr. Ismael Fernandez**, President, Greengate Consulting, LLC

Panelists:

- **John Doyle**, Vice President of Dealing and Trading, Tempus US
- **Charlotte Starfire**, Director of Trade and Supply Chain, Bank of America Merrill Lynch (TBC)
- **Delray Wannemacher**, CEO, Blockchain Holdings Capital Ventures, Inc
- **Pundi Narasimham**, CEO, STS Worldwide

Global Strategy Workshop (Limited Space)

The Global Strategy Workshop provides an overview and template for crafting a global growth strategy. Global market entry business executives will walk you through an overview of global market entry options, legal, financial, tax, human resources, investment, logistics, and information resources. The team will answer questions and help you solve your most pressing business issues. You will leave with a template to consider and complete in the next 30 days. In September you will have the option of participating in the WTC Atlanta's market entry accelerator program to complete your global startup.

Facilitator: **Dr. Janet L. Walsh**, President & CEO, Birchtree Global, LLC



11:15am

Networking

11:30am

Luncheon & Distinguished Panel Discussion:

Trade Talk: Capturing Global Markets in a Turbulent World

Sponsor Remarks:

Mary Waters

Deputy Director
International Trade
Georgia Department of Economic Development

Moderator:

Dr. Diane Alleva Cáceres

President, World Trade Center Atlanta
CEO, Market Access International, Inc.
Panel Under Development

1:00pm

**John C. Portman Global Leadership Award Presentation & Conversation
Presented by**

John C. "Jack" Portman III, Vice Chairman, Portman Holdings

To

Michelle Nunn

President and CEO, CARE USA

1:45pm

Networking & Global Exchange Stations

2:00pm

Parallel "Conversations that Matter" (Choice of One) –

Be a part of the solution by engaging in this interactive format

Gaming, Film & Creative Media: Leveraging Talent and The Local-Global Connection

Georgia's gaming and creative media industry has blossomed into an established, leading national cluster, poised to compete for a multi-billion-dollar global market. The state is now the #1 filming location in the world, the video-game industry is fast approaching film in terms of revenue, and digital media firms are using the latest technologies to produce, distribute and fund projects. The vast market for these products, services and technologies offers Georgia firms and entrepreneurs the opportunity to expand globally. This panel of experts will cover major trends and opportunities as well as keys to your success - from the ability to leverage talent to sustainable business models designed to meet increasing global demand.

- Introduction: **Jim Munson**, Partner, Roadshow Equity Partners
- Moderator: **Asante Bradford**, Project Manager of Digital Media & Entertainment, Georgia Department of Economic Development
- **Peggy Johnson**, Artist & Inventor, Roadshow Equity Partners
- **John Adcox**, CEO, Gramarye Media, Inc.
- **Lou Seals**, Founder & Executive Chairman, Seals Television Networks Company, Inc.
- **Ryan Millsap**, Chairman & CEO, Blackhall Studios
- **Maggie Monteith**, CEO, Southern Stories



❑ **Infrastructure: How Radical Changes in Water, Energy, Transportation and Communications Systems Impact Your Organization - *Panel Under Development***

This panel discusses how radical changes in water, energy, transportation and communications systems impact your organization and create opportunities for global growth. Extreme weather events, changing natural conditions, and a growing population all impact the type of infrastructure required to meet today's demand. Companies are partnering with public sector entities – from multilateral development banks like the Asian Development Bank and the World Bank to municipal governments – in order to identify, supply and invest in new technologies and approaches. This panel offers the opportunity to learn more about these global trends, major projects, and procurement/sales opportunities.

Moderator: TBD

Panelists:

- **Bartlet W. Edes**, Chief Representative, Asian Development Bank, North America Office
- **Bahadır Öztanyel**, Global CEO, Turkish Trade Centres (Invited)
- **Liza Milagro**, MSM-PM, Resilience & Sustainability Manager, Asset Management & Sustainability, Hartsfield-Jackson Atlanta International Airport (ATL) (Invited)
- Digital infrastructure (TBD)

❑ **Agri-Business: The Path to 2050!**

No other industry impacts our lives more than agriculture. It literally feeds, clothes and fuels the world. Given the exponential growth in global population over the past century, it is projected that we will reach 9 billion by 2050. Recent advances in technology have increased yields and brought down most malnourished rates around the world; however, to feed the projected 2050 population of 9 billion, we will need to increase current day production by 60%. This panel will discuss the latest technologies, strategies, challenges, and requirements to meet these demands, and explore opportunities to collaborate and innovate, build on recent advancements and international initiatives, and connect with industry leaders.

Moderator: **Max Sutherland**, Executive Vice President, World Trade Center Atlanta

Panelists:

- **Rick Lutz**, Vice President, Business Development and Communications, ProGenesis
- **Louisa Parker**, Sr. Manager, Global Programs and Special Assistant to the Chairman, President and CEO, AGCO
- **Mike Mannina**, President of ThriveWorx Foundation (Invited)

3:30-4:30pm Closing Reception, Networking and Musical Entertainment!

We continually update this program. Please check regularly!