



WORLD TRADE CENTER®  
ATLANTA

# WORLD TRADE DAY 2021

## VIRTUAL CONFERENCE

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## POSITIONING FOR THE NEW GLOBAL ECONOMY

*Staying Relevant, Connected, and Ready*

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MAY • 4 • 2021

# PROGRAM GUIDE



Globally Accessible, Everywhere Internet is Available

# WELCOME TO WORLD TRADE DAY

We are delighted to welcome our sponsors, partners, speakers, and participants to this historic event and groundbreaking format. Traditionally this conference is held at a local Atlanta venue; however, due to the COVID-19 pandemic and in the interest in maintaining safe, social distancing practices, the World Trade Day 2021 Committee decided to transition to a virtual format, enabling us to expand our reach globally while still delivering the outstanding, informative content the international business community seeks.

Today we will be discussing how the coronavirus pandemic has transformed the way we approach international trade and what it will take to shift business processes and focus to be ready for growth in a post-COVID-19 world.

Hosted by the World Trade Center Atlanta, today's event represents the passion and hard work of leading corporate executives, distinguished government representatives, and renowned trade experts who believe that open dialogue with the international community is key to navigating the twists and turns of global trade and investment. We also greatly appreciate the hard work of the vLink technicians who brought our virtual conference vision to life.

Today, with our incredible lineup of speakers, we are delighted to have you here.

Thank you for your invaluable support of global trade. Let the day begin!

World Trade Day 2021 Committee

# CONTINUING A TRADE & INVESTMENT LEGACY...



In 1935 President Franklin D. Roosevelt officially proclaimed a national observance in the United States each May of the benefits of global trade. Each U.S. President since then has renewed this declaration, asking for communities across the nation for their commitment.

The World Trade Center Atlanta, one of 330 centers of international business exchange across the globe, is responding to the call with its 5th Annual World Trade Day in Georgia on May 4, 2021.

This historic event will honor the international trade community and your contributions to the economic power of our region. It will convene CEOs, policy-makers, decision-makers, executives, and thought leaders to discuss today's most pressing trade issues and opportunities to build a strong regional economy.

# ...WITHIN GEORGIA'S THRIVING GLOBAL COMMUNITY.

# THANK YOU WTD EVENT SPONSORS

We would like to thank all of our incredible sponsors and partners.  
Without your support, this event would not be possible!

## PRESENTING SPONSOR:



## PLATFORM SPONSOR:



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# WTC ATLANTA CORPORATE PARTNERS



# WTC ATLANTA BI-LATERAL PARTNERS



# LETTER FROM THE PRESIDENT

Dear Colleagues around the World,

Welcome to the 5th Annual World Trade Day Conference from Atlanta, Georgia, USA, and our 2nd in a virtual conferencing format. On behalf of the World Trade Center Atlanta, World Trade Day Committee Members, Sponsors, and Business Partners, thank you for participating in Georgia's premier international trade and investment event. We are thrilled to convene such a distinguished group of leaders to address this year's theme, "POSITIONING FOR THE NEW GLOBAL ECONOMY - Staying Relevant, Connected, and Ready."

The day is packed with numerous engaging discussions, speeches, and invaluable networking opportunities in the Exhibit Hall and Networking Lounge, with topic-specific video chat rooms.

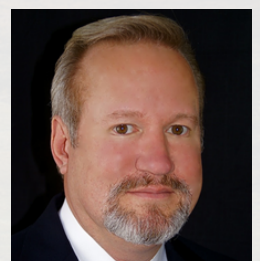
We are particularly honored to welcome: Keynote Speaker, Ken Berta, Executive Director, Global Health Crisis Coordination Center (GHC3), and this year's John C. Portman Global Leadership Award recipient, The Carter Center. I hope you are excited as I am about the line-up of panel discussions.

From hearing from experts in global expansion and exploring how the coronavirus pandemic has transformed the way we approach international trade, to inbound and outbound trade resources available to World Trade Center members and non-members, and ending with an intriguing exchange amongst experts from Georgia's top industry leaders, there's something for everyone. Come see what it will take to shift business processes and focus to be ready for growth in a post-COVID-19 world.

As we continue celebrating the World Trade Centers Association's 50th Anniversary, what better way to recognize such a milestone than to come together, gain valuable insights, and grow your global network right here in a groundbreaking format that allows us to come to you all around the world... "Everywhere Internet is available, let's talk Trade!"

Wishing each of you a rewarding World Trade Day 2021!

Max Sutherland  
President & CEO, World Trade Center Atlanta



# WTD COMMITTEE



**Max Sutherland**

President & CEO  
World Trade Center Atlanta  
Board of Directors, WTC Atlanta



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**Cornell Hazelton**

VP, Strategic, Initiatives  
World Trade Center Atlanta  
Board of Directors, WTC Atlanta



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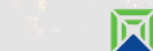
**Danila Palmieri**

VP, Programs, World Trade Center Atlanta  
Board of Directors, WTC Atlanta  
Co-Founder & COO, UnniCo

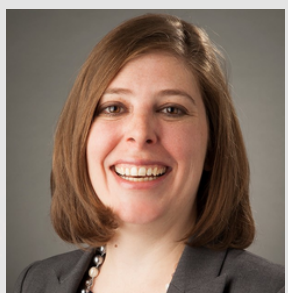


**Ismael Fernandez, PhD**

EVP & Treasurer, World Trade Center Atlanta  
Board of Directors, WTC Atlanta  
President, Greengate Consulting



GREENGATE



**Mary Waters**

Deputy Commissioner, International Trade  
Georgia Dept. of Economic Development



Georgia®  
USA



# JOHN C. PORTMAN GLOBAL LEADERSHIP AWARD

2021  
WINNER

THE  
CARTER CENTER



## THE CARTER CENTER

- Leading a coalition that has reduced incidence of Guinea worm disease by 99.99 percent, making it likely to be the first human disease since smallpox to be eradicated
- Observing 113 elections in 39 countries to help establish and strengthen democracies
- Furthering avenues to peace in Ethiopia, Eritrea, Liberia, Sudan, South Sudan, Uganda, the Korean Peninsula, Haiti, Bosnia and Herzegovina, and the Middle East
- Helping to establish a village-based health care delivery system in thousands of communities in Africa that now have trained health care personnel and volunteers to distribute drugs and provide health education



The World Trade Center Atlanta created the John C. Portman Global Leadership Award in 2018. This annual award honors the legacy of John C. Portman, Jr., Georgia's world-renowned architect and developer, global ambassador, visionary and a catalyst for Georgia's international future. The leadership and vision of Mr. Portman were instrumental in moving Atlanta from a gracious Southern city into a vibrant world capital. John C. Portman, who was Honorary Consul of Denmark, was one of the original founders of the World Trade Center Atlanta.

# AGENDA

08:00 – 10:00

Networking & Exhibit Hall (General Admission)

08:30 – 09:15

VIP Morning Meet & Greet (VIP Ticket Holders & Speakers/Sponsors)

10:00 – 10:15

Opening Remarks

10:15 – 10:40

Keynote Speaker (Ken Berta, GHC3 Public Health Crisis, Technology & Information)

10:40 – 11:00

Networking / Exhibit Hall

11:00 – 11:15

Speaker Session 1

Breakout Room 1 – Elliott Paige (Airport) Transportation

Breakout Room 2 – Edem Yevutsey (WTCA Africa) Geopolitical Forces

11:15 – 11:30

Speaker Session 2

Breakout Room 1 – (Zaheer Faruqi (Aventure Aviation) Aviation & Aerospace)

Breakout Room 2 – Mario Gonzalez (SBDC) Imports

11:30 – 11:45

Speaker Session 3

Breakout Room 1 – Ken Spett (GF Health Products) Medical Manufacturing

Breakout Room 2 – Lisa Senters (Jet Senters Aviation) Airlines/Aviation

11:45 – 12:05

Networking / Exhibit Hall

# AGENDA

12:05 – 12:15

Global Leadership Award Presentation / Networking / Exhibit Hall

12:15 – 12:30

Speaker Session 4

Breakout Room 1 – Sowady Lor (Sweetwater Brewing) F&B Consumer Products

Breakout Room 2 – Scott Wang (WTCA Asia) Geopolitical Forces

12:30 – 12:45

Speaker Session 5

Breakout Room 1 – Robert “Bobby” Martin & Robert “Bob” Dorfman (UBS)

Financial Services

12:45 – 01:00

Speaker Session 6

Breakout Room 1 – Carlos Ronderos (WTCA Latin America) Geopolitical Forces

Breakout Room 2 – Thomas Smith (J&S Chemical) Chemical Manufacturing

01:00 – 01:30

Networking / Exhibit Hall

01:30 – 02:30

Panel Discussion

02:30 – 03:00

Networking / Exhibit Hall

03:00 – 03:15

Wrap-up Discussion with GDEcD & WTC Atlanta

03:15 – 05:00

Networking / Exhibit Hall



The International Trade Division at the Georgia Department of Economic Development provides Georgia exporters with free-market intelligence, key in-country contacts, and cost-effective international sales opportunities.

The division leverages the state's international trade, investment, and tourism representatives in 12 strategic markets located throughout Europe, the Middle East, Asia, and the Americas, connecting Georgia to the world. With the support of the state's international representatives, the International Trade division provides a variety of programs and services to qualified Georgia exporters helping accelerate international trade.

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm.

The lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, aligning workforce education and training with in-demand jobs, locating new markets for Georgia products, attracting tourists to Georgia and promoting the state as a destination for arts and location for film, music, and digital entertainment projects as well as planning and mobilizing state resources for economic development.

## GEORGIA HIGHLIGHTS

- No. 1 State For Business (Site Selection: 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013)
- No. 1 State For Business + Labor Climate (Area Development: 2020, 2019, 2018, 2017, 2016, 2015, 2014)
- 440 of the Fortune 500 companies call Georgia home, and 18 have located their headquarters here.
- Georgia's workforce of 5.1 million people offers a range of skills and diversity.
- Georgia is one of nine states with the highest credit marks. For 21 consecutive years, Georgia has maintained the highest bond ratings from each of the Big Three – Moody's, Fitch and Standard & Poor's.

# IN GEORGIA, WE UNDERSTAND YOUR BUSINESS NEEDS



Georgia has continuously been ranked the No. 1 state for business with the nation's No. 1 workforce training program and low operating costs. Georgia helped businesses export \$38.8 billion in goods to 215 countries and territories last year.

Visit [Georgia.org](http://Georgia.org) to discover how your business can become the next Georgia success story.

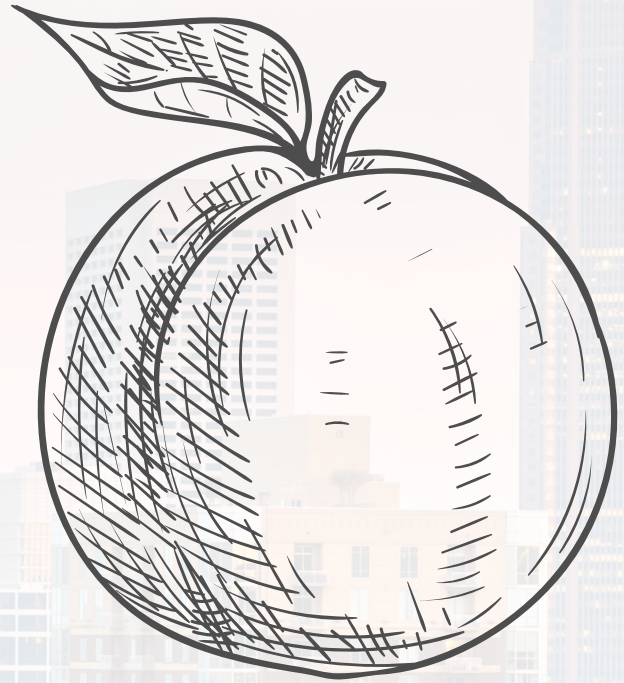


**Georgia Department of Economic Development**

Find out how we can help your company go global.

# WE ARE ATLANTA

World Trade Center Atlanta is proud to be headquartered and doing business in Atlanta, Georgia. Atlanta is our home and we love to share our city with the world. Come do business with us in Atlanta!



## ATLANTA HIGHLIGHTS

- 5th largest metro population in the U.S. with 5.9 million residents. (Forbes)
- Primary transportation hub of the southeastern U.S.
- Corporation Headquarters of Coca-Cola, Home Depot, UPS, Delta Air Lines, Turner Broadcasting and more!
- Unique attractions and historical centers including the High Museum of Art, College Football Hall Of Fame, Georgia Aquarium, World of Coca-Cola, Atlanta History Center, Martin Luther King, Jr. National Historic Site, and more!
- Home to a number of educational institutions including Clark Atlanta University, Georgia Institute of Technology, Georgia State University, Emory University, and others.



# KEYNOTE SPEAKER



## KEN BERTA



**Executive Director**  
**Global Health Crisis Coordination Center (GHC3)**



Prior to joining GHC3, Ken was the Global Lead for Strategic Partnerships and Alliances at Philips Healthcare, responsible for managing relationships with Electronic Health Record (EHR), technology and application partners that impact the ecosystem of Philips customers and users.

Ken has broad experience working with public partners, such as The Air Force Research Labs (AFRL), the Department of Veterans Affairs, FEMA, NATO, and the Ohio Department of Development, and Fortune 100 companies, including Philips Healthcare, Siemens Healthcare, Dell Technologies and Hewlett Packard, and as a strategic advisor to large healthcare providers such as Ohio Health, The Kettering Health Network, The University of Toledo Health Network and Emory's Innovation Hub led by 11 | ten Innovation Partners.

As co-founder of Cedar Grove Creek, LLC. Ken is a principle in the firm's consulting arm, MBTC Strategy Consultants. Cedar Grove Creek is one of the founding investors of the Ohio Tech Angle Fund, a private/public economic development partnership with the Ohio Department of Development.

Ken started his career as a VA researcher, surgical technician and medical device designer and quickly became head of Global R&D for Ferno-Washington, one of the world's largest private manufacturers and distributors of emergency medical products. After serving as the General Manager of Global Operations for YSI Life Sciences (now Xylem) he turned to public service to found the non-profit Wright Center of Innovation for Advanced Data Management and Analysis (renamed daytaOhio) where he served as EVP. This state-sponsored organization was made up of the AFRL, five universities and 60 companies building Big Data solutions for Medicine, Energy and Defense.

With over 30 years of healthcare technology, strategic consulting and venture capital experience, Ken has designed and launched dozens of products, has been awarded five international patents, started seven companies and received an executive appointment (The Order of the Ohio Commodore – The highest honor awarded a citizen) from the Governor of Ohio. Ken holds a degree in Biomedical Engineering from Wright State University and an MBA in international business from the Williams School of Business at Xavier University.

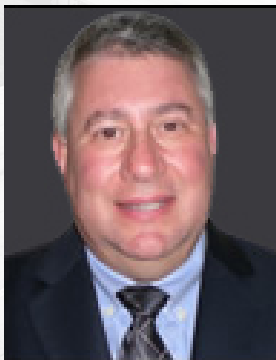
# WTD SPEAKERS



**Zaheer Faruqi**  
CEO, Aventure Aviation  
BOD, WTC Atlanta



**Scott Wang**  
Vice President, Asia Pacific  
World Trade Centers Association, Inc.



**Ken Spett**  
President & CEO  
GF Health Products, Inc.



**Mario Gonzalez**  
International Business Consultant  
University of Georgia, SBDC



UNIVERSITY OF  
**GEORGIA**





## Elliott Paige

Director, Air Service Development  
Hartsfield- Jackson Airport  
BOD, WTC Atlanta



## Sowady Lor

Chief Explorer Officer  
SweetWater Brewing Company



## Jeff Portman

Board Director  
Portman Holdings



## Paige Alexander

Chief Executive Officer  
The Carter Center



THE  
CARTER CENTER





## **Lisa Senters-McDermott**

**Owner/CEO**

**Jet Senters Aviation**



## **Edem Yevutsey**

**Executive Director**

**World Trade Center Accra, Ghana**



## **Thomas Smith**

**Global Sales Director**

**J&S Chemical Corp.**



## **Carlos Ronderos**

**Regional Director, Latin America**

**World Trade Centers Association**





**Bob Dorfman**  
Managing Director  
UBS Asset Management



**Robert "Bobby" Martin**  
Executive Director, Head of US Fixed Income  
Investment Specialists  
UBS Asset Management



**Brian "Britt" Buchanan**  
Managing Director  
Accenture



**Alain Lafourcade**  
President  
Fischer Connectors North & South America



**Steven Lustig**  
Vice President Of Global Supply Chain  
East West Manufacturing





## WORLD TRADE CENTER™ ATLANTA - ACADEMY

ONLINE GLOBAL MARKET ENTRY PROGRAM  
EXPAND YOUR TRADE INTO INTERNATIONAL MARKETS

A custom-developed course designed to give business leaders, functional leaders, and those interested in international business the knowledge and connections needed to develop and manage a profitable global growth strategy

### Program Certifications



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**Birchtree Global**



HRCI®



BETTER WORKPLACES  
BETTER WORLD™

\*\*also qualifies for continuing education credits

### Who Should Enroll?

- Business Owners
- MBA Students
- Anyone looking to expand their business globally





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[VISIT WTCATLANTA.COM](http://WTCATLANTA.COM)

# SAVE THE DATE

*6th Annual  
World Trade Day  
May 2022*



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