



WORLD TRADE CENTER®
GREATER PHILADELPHIA

9th Annual



COLLEGE OF BUSINESS

LeBow

Global Business Conference

Mapping the Global Economy in 2012

Tuesday, February 28, 2012
8:00 a.m. to 2:00 p.m.

Behrakis Grand Hall in the Creese Student Union Complex, Drexel University

AGENDA

8:00 a.m. **Registration & Continental Breakfast**

9:00 a.m. **Welcoming Remarks**

- Dr. George Tsetsekos, *Dean*, LeBow College of Business, Drexel University
- Linda Mysliwy Conlin, *President*, World Trade Center of Greater Philadelphia

9:30 a.m. **Navigating an Ever-Changing Landscape — Leading Economists Debate the Future of the Global Economy**

The global economy is at a juncture of great uncertainty and change. In addition to the problems in Europe and elsewhere, the United States faces a series of domestic imbalances. Leading economists will debate and discuss what the future of the global economy may hold.

- Moderator: William C. Dunkelberg, PhD, *Chair, Board of Directors*, Global Interdependence Center
- David Kotok, *Chief Investment Officer*, Cumberland Advisors
- David Malpass, *President*, Encima Global LLC

10:30 a.m. **Break**

10:50 a.m. **The Western Hemisphere**

New Free Trade Agreements as Game Changers for U.S. Exporters

The recent ratification of free trade agreements between the U.S. and Panama and Colombia will increase the competitiveness of U.S. goods by eliminating over 87 percent of tariffs immediately. U.S. exports to Colombia alone are estimated to increase by \$1.1 billion.

- Chris Sabatini, *Senior Director of Policy*, Americas Society/Council of the Americas, and *Editor-in-Chief*, Americas Quarterly

Streamlining Trade between Canada and the U.S.: The Perimeter Security and Economic Competitiveness Initiative

The Beyond the Border Action Plan is the most important trade Initiative between the U.S. and Canada since NAFTA. Focused on facilitating movement of people goods and information, the U.S. and Canada seek to jointly facilitate the growth of their economies while ensuring their mutual security.

- Kevin O'Shea, *Minister (Political Affairs)*, Embassy of Canada

AGENDA - Continued

11:30 a.m. **A Small Business Perspective: Successful Global Strategies for Small and Medium Enterprises**

With 95 percent of the world's consumers living beyond our borders, smart U.S. businesses are finding new customers and increasing sales by opening up markets around the world. Learn how a software solutions firm and a toy company are able to capture their share of international markets.

- Moderator: Stephen Mullin, *Senior Vice President and Principal*, Econsult Corporation
- Duane E. Presti, *Chief Executive Officer*, PARIS Technologies International Inc.
- Holly Hammond, *International Sales Manager*, K'NEX Brands
- Andrea Townrow, *Executive Vice President*, World Trade Center of Greater Philadelphia

12:15 p.m. **Break**

12:30 p.m. **Luncheon**

Welcome from the City of Philadelphia

- The Honorable Michael A. Nutter, Mayor of Philadelphia

Keynote Address: A New Paradigm for U.S. Exporters

Globalization has fundamentally altered the basis of world trade. Not only are smaller and medium-sized firms more likely to reach global markets through linkages to global supply chains, they increasingly are called on to innovate and invest with their customers in the next generation of products, in addition to ensuring the highest quality at competitive prices on a just-in-time basis. That requires both a shift in strategy by U.S. firms seeking a foothold in global trade and a change in how U.S. government programs support small and medium-sized firms in those efforts. It is time to look beyond support for exporting alone to support for U.S. firms' global engagement and competitiveness in this new commercial paradigm.

- Grant Aldonas, *Principal Managing Director*, Split Rock International and former U.S. Under Secretary of Commerce for International Trade (2001 – 2005)

1:30 p.m. **Closing Remarks and Networking**

2:00 p.m. **Adjourn**