



24th Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network  
Massachusetts Export Center

presents



Fall 2014  
**Partners for Trade**  
Seminar and Registration Guide

*In Collaboration With*  
U.S. Small Business Administration  
Massachusetts Office of Business Development  
Isenberg School of Management, University of Massachusetts  
MassDevelopment  
Massachusetts Office of International Trade & Investment  
U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export Center is committed to helping the state's businesses succeed in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Robert H. Nelson  
SBA District Director



Register online at [mass.gov/export](http://mass.gov/export)



**Preregistration is required** for all seminars. **Payment** is due with registration. We accept credit cards and personal and company checks. Credit cards are not accepted at the door. We do not accept cash or purchase orders, nor do we invoice participants. **Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar will be entitled to a refund minus a \$10 processing fee. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. Cancellations must either be emailed to [cornwell@msbdc.umass.edu](mailto:cornwell@msbdc.umass.edu) or called into 413-545-6309.

**Walk-ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**No Shows:** Due to the costs we incur as a result of people who register for seminars and do not attend, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled 48 hours in advance of the event. Credit cards will not be refunded in any no-show situation.



U.S. Small Business Administration



Your Small Business Resource



### Table of Contents

Training Calendar .....	1
Program Descriptions .....	2-8
Compliance Alliance .....	9
Partners and Cosponsors .....	10
MSBDC Network .....	11
Massachusetts Export Resource Center .....	12

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ-14-B-0001 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 3730, Boston, MA 02116; telephone 617-973-8664. ©Copyright 2014



## PARTNERS FOR TRADE CALENDAR

### SEPTEMBER

- 25** The Nuts and Bolts of Export Regulatory Compliance (Boston) ..... 2

### OCTOBER

- 1** Russia Sanctions Update: US and EU Requirements for Compliance (webinar)..... 3
- 3** Developing an Integrated Global Trade Compliance Program (webinar) ..... 4
- 17** The “New Normal”: Understanding and Implementing Export Control Reform (Burlington)..... 5
- 23** Best Practices for Export Screening (North Reading)..... 6
- 30** Complying with Encryption Export Controls (webinar)..... 4

### NOVEMBER

- 5** Export and Import Classification Workshop (Southboro) ..... 6
- 12** Origin Determination Under Free Trade Agreements (Southboro) ..... 7

### DECEMBER

- 9** Export Expo (Boston) ..... 8

*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [mass.gov/export](http://mass.gov/export).*

# Program Descriptions

---

## The Nuts and Bolts of Export Regulatory Compliance

While the export regulatory environment is as complex as it has ever been, the nuts and bolts of export regulatory compliance have remained largely unchanged.

This back-to-basics program will walk participants through U.S. export control requirements while focusing on special areas of concern for exporters. The program will provide an overview of export regulations, including their scope and structure, as well as the various government export regulatory authorities.

The seminar will then review the general prohibitions and specific steps necessary to achieving compliance, including: commodity jurisdiction; export control classification; restricted party screening; end use screening; sanctions compliance; antiboycott compliance; and more.

The seminar will also discuss procedures for exporting controlled items, including licensing, deemed export compliance, and more. The program will also provide guidance on export clearance, recordkeeping obligations, and compliance program development.

Our speaker will be David Ross, president of Ross Global Trade Solutions, LLC.

**Date:** Thursday, September 25, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 12:00 p.m.

**Location:** State Transportation Building, 10 Park Plaza, 2nd Floor Conference Center, Conference Room 2, Boston

**Cost:** \$50 / \$35 for Compliance Alliance members



## Russia Sanctions Update: US and EU Requirements for Compliance

No other issue has dominated the export regulatory landscape in recent memory as this year's sanctions developments related to Russia.



UK Trade  
& Investment

These sanctions have translated into, among other things, challenging screening requirements for U.S. exporters, not only for exports to the ever-growing list of “blocked persons” designated under the Russia-related sanctions, but also for exports to entities directly or indirectly owned 50 percent or more by such blocked persons. And, in a major recent change, the Office of Foreign Assets Control will now aggregate the ownership interests of multiple blocked persons when determining whether the 50 percent rule applies in a given transaction.

As U.S. sanctions developments related to Russia have proceeded in parallel to those in the E.U., U.S. companies with subsidiaries or operations in Europe need to be cognizant of and compliant with both sets of sanctions. This timely webinar will provide an overview of the U.S. and E.U. sanctions related to Russia, including requirements for compliance.

The webinar will also discuss the trickle-down impact that the sanctions have had on export controls, including new Russia-specific export/reexport license requirements.

Speakers will provide guidance for meeting the challenges associated with these sanctions, as well as practical steps for mitigating risk.

Speakers include:

- Sylwia Lis, Partner – Baker & McKenzie LLP (Washington, DC)
- Sunny Mann, Partner – Baker & McKenzie LLP (London)

**Date:** Wednesday, October 1, 2014

**Time:** 11:30 a.m. – 1:30 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## Developing an Integrated Global Trade Compliance Program

Coordinating multiple compliance programs covering various functional areas presents very real challenges for compliance professionals. More importantly, as compliance programs proliferate and create redundant requirements, it becomes increasingly difficult to get buy-in from the business and logistical employees within your company, who are on the front lines, needing to be alert to red flags and scrupulous about procedures. While there is no one-size-fits-all model, integrating such programs, and in particular the internal training, has real benefits.

This webinar will discuss why, when and how to integrate export control, sanctions, FCPA, AML and other legal compliance issues into one unified program. The webinar will explore why integration is important, what can and should be covered in an integrated program, and how to implement the program using real-world examples of company challenges and successes.

Our speaker will be Jonathan Epstein, partner with Holland & Knight LLP.

**Date:** Friday, October 3, 2014

**Time:** 12:00 – 2:00 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

---

## Complying With Encryption Export Controls

Encryption is one of the most heavily regulated items in global trade, subject to both U.S. and foreign controls. Moreover, encryption regulations affect not only exporters of hardware, software and source code that enable encryption functionality, but also exporters of technology or information related to certain types of encryption.

This webinar will review U.S. export regulatory requirements for encryption items, including classification, registration, reporting, licensing and license exception provisions, license conditions, and encryption technology issues. The webinar will also provide a snapshot of foreign cryptography restrictions, with a focus on major markets for U.S. firms.

Speakers include:

- Richard Matheny, Partner – Goodwin Procter LLP
- Jacob Osborn, Associate – Goodwin Procter LLP

**Date:** Thursday, October 30, 2014

**Time:** 11:30 a.m. – 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## The “New Normal”: Understanding and Implementing Export Control Reform

The past year has witnessed dramatic changes for many exporters under the federal Export Control Reform (ECR) Initiative.

Items under twelve different U.S. Munitions List (USML) categories have migrated from State to Commerce Department jurisdiction, with the most recent changes affecting categories for electronics and satellite technology. While most exporters impacted by the reforms will experience a lesser degree of control, they will also experience a possibly painful transition and a decidedly greater degree of complexity in their export compliance operations.

Moreover, key definitions and provisions introduced as part of the reform initiative will impact all exporters of controlled items - not just those exporters undergoing jurisdictional changes.

This seminar will take an in-depth look at the ECR initiative, including: the scope of the reforms; implementation schedule; product groups affected; USML and Commerce Control List (CCL) structural changes; impact on commodity jurisdiction, classification and licensing; newly-standardized definitions such as “specially designed,” “technical data,” and “technology”; use of license exceptions, such as STA, and de minimis provisions; applicability of the ITAR see-through rule; and more.

The seminar will also feature presentations by two exporting firms impacted by Export Control Reform to share their insights and best practices for implementation and compliance.

Speakers include:

- Elisa French, Manager, International Trade & Compliance – Cobham Defense Electronics, Inc.
- Ian Moss, International Trade Counsel – Goulston & Storrs PC
- Dirk Petersen, Vice President, Contracts & Export Compliance – AMETEK Aerospace & Defense

**Date:** Friday, October 17, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 12:00 p.m.

**Location:** Kostas Research Institute for Homeland Security, Northeastern University Burlington Campus, 141 South Bedford Street, Burlington

**Cost:** \$50 / \$35 for Compliance Alliance members

**GEORGE J. KOSTAS**

Research Institute for Homeland Security  
at Northeastern University, LLC

## Best Practices for Export Screening

Screening customers against restricted party lists is routine practice for all exporters. Restricted party screening alone is not enough, however, to achieve full compliance in today's evolving regulatory environment -- an ever-heavier burden is being placed on the exporter to screen for everything from direct hits on restricted party lists to the entire ownership lineage for certain overseas customers.

This briefing will feature presentations from exporting firms operating under both EAR and ITAR jurisdictions to discuss best practices for export customer screening under the various degrees of export control.

Specific topics to be addressed include: restricted party screening; end use/end user screening; red flag screening; foreign national screening for deemed export compliance; ownership screening as required by newly-enhanced OFAC sanctions; antiboycott screening; and more.

The briefing will also address business issues associated with effective implementation of screening practices, including clearing of potential screening hits, when to request end user statements, when to escalate screening efforts, staff training and buy-in, and striking the right balance between fulfillment of screening obligations and minimization of possible business disruption.

Speakers include:

- Misty Rutter, Manager, EMEA Regional Trade Controls – Hewlett-Packard
- Additional speakers to be announced

**Date:** Thursday, October 23, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 – 11:00 a.m.

**Location:** Teradyne, Inc., 600 Riverpark Drive, North Reading

**Cost:** \$50 / no charge for Compliance Alliance members

---

## Export and Import Classification Workshop

The importance of classification in both export and import transactions cannot be understated. Exporters and importers are responsible for the proper classification of their products, while misclassification may result in delays in Customs release, inquiries by Customs officials, and in some cases, costly penalties and possible seizures by the Customs.

This in-depth classification workshop will help you avoid these problems and learn how to properly classify your exported and imported products. The program will feature an in-depth review of Harmonized Tariff Schedule (HTS), followed by over 170 countries worldwide, and used for both export and import commodity

*~ continued next page*

classifications. The instructors will provide an overview of the structure of the HTS, General Rules of Interpretation (which are vital for proper classification), as well as numerous hands-on examples to ensure proper understanding of how to read the HTS.

An overview of the Schedule B export classification system will also be provided. The seminar will also feature a case study of best classification practices. This program will be very hands-on and interactive.

Attendees are encouraged to bring either a hard copy of the Harmonized Tariff Schedule of the U.S. or a laptop or tablet in order to access the HTS online, as we will conduct classification exercises as part of the workshop. Laptop connections will be available.

Speakers include:

- Paula Connelly, Principal – Law Offices of Paula M. Connelly
- Additional speakers to be announced

**Date:** Wednesday, November 5, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 3:00 p.m.

**Cost:** \$95 / register for both November 5 & 12 for a discounted price of \$125

**Location:** Clark University MetroWest Campus, 333 Turnpike Road, Southboro

---

## Origin Determination Under Free Trade Agreements

With 19 existing Free Trade Agreements covering 20 countries and more to come, it is essential for U.S. exporters to learn how to properly determine origin in order to take advantage of the duty preferences allowed under these agreements. Many small and medium-sized exporters do not understand how to use FTAs to their advantage and may lose a critical competitive edge in key foreign markets as a result.

Attendees will learn the origin determination process under free trade agreements, including identification of specific rules of origin, preference criteria, documentation requirements and customs clearance procedures.

The program will also include a case study of using Free Trade Agreements from an experienced exporter.

Speakers include:

- Paula Connelly, Principal – Law Offices of Paula M. Connelly
- Gil Walton, Trade Compliance Manager – Kidde-Fenwal, Inc.

**Date:** Wednesday, November 12, 2014

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 12:30 p.m.

**Cost:** \$50 / register for both November 5 & 12 for a discounted price of \$125

**Location:** Clark University MetroWest Campus, 333 Turnpike Road, Southboro



Join us for the most comprehensive export event of the year that brings together export resources, training and information – all under one roof!

The Massachusetts Export Center's Export Expo provides a forum for exporters to connect with the wide variety of export resources available in Massachusetts while learning about issues that impact their day-to-day export operations. Exhibitors will include law firms, banks, freight forwarders, consulting firms, translation firms, customs and compliance automated solutions providers, and various government and non-profit organizations serving the export community.

Coinciding with the exhibition, the Massachusetts Export Center will convene workshops and panel discussions throughout the day on a wide variety of export-related topics.

This year's workshops will address current issues of concern to exporters, such as recent sanctions developments, export control trends, the outlook for free trade expansion, and more! The Expo will also feature training on those day-to-day issues critical for effective management of your business' export growth and operation.

This year's Expo will feature influential guest speakers, opportunities to connect with experts to answer your specific export questions, networking, and fun! This event regularly sells out. Space is limited, so register early!

Exhibitor & sponsorship opportunities are available. Please visit our website or contact Paula Murphy at 617-973-8664 for further information.

**Date:** Tuesday, December 9, 2014

**Time:** Registration and Exhibits Open at 9:00 a.m.; Program 10:00 a.m. – 4:00 p.m.

**Location:** State Transportation Building, 10 Park Plaza, 2nd Floor Conference Center, Boston

**Cost:** \$35 / no charge for Compliance Alliance members

# Compliance Alliance

---

**The Massachusetts Export Center's Compliance Alliance is a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness.** The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Member activities and benefits include:

- **Best Practice Briefings:** Periodic briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Best practice briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For additional details, contact the Massachusetts Export Center at 617-973-8664 or visit our website at [mass.gov/export](http://mass.gov/export).



# Partners and Cosponsors

The **Massachusetts Export Center (mass.gov/export)**, part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network (msbdc.org)**, through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



MASSDEVELOPMENT



The **Massachusetts Office of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

# MSBDC Network

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development, and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst, and including Clark University, Salem State University, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** .....413-545-6301

## Business Advising Centers

- Berkshire Regional Office ..... 413-499-0933
- Boston Regional Office & Minority Business Center .....617-287-7750
- Central Regional Office ..... 508-793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters ..... 617-973-8664
  - Holyoke Office .....413-552-2316
  - New Bedford Office .....508-999-1388
  - Worcester Office ..... 508-929-8844
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6307
- Southeast Regional Office ..... 508-673-9783
- Western Regional Office .....413-737-6712

Visit our website at [msbdc.org](http://msbdc.org)

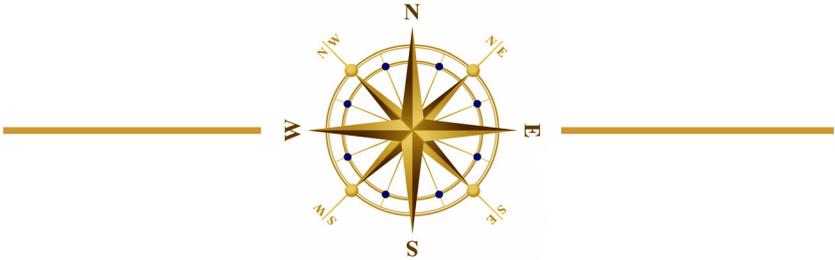


Special thanks to Holyoke Community College, New Bedford Area Chamber of Commerce and Worcester State University for hosting the Massachusetts Export Center's regional offices.



Version 2.0  
coming in 2014!

# MASSACHUSETTS EXPORT RESOURCE CENTER



Massachusetts  
**EXPORT**  
Center



MASSDEVELOPMENT

The Massachusetts Export Resource Center is a comprehensive, one-stop resource for accessing a wide range of instructional and practical information on exporting to help your business grow and take advantage of international opportunities.

The Resource Center addresses the full range of export issues of concern to businesses, including export planning, international business development, global trade finance, global trade logistics and international trade regulatory compliance. The Resource Center also features a wide variety of educational tools, including on-demand training modules, videos guides, workbooks and templates.

We hope that you find the tools and information available through the Massachusetts Export Resource Center to be helpful as you navigate export markets! Registration is free!





The Massachusetts Export Center offers a range of targeted, customized services to Massachusetts businesses at any stage in the export process.

- Export Counseling and Technical Assistance
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance Assistance
- Compliance Alliance
- Massachusetts Export Resource Center
- Export Training Programs
- Export Publications

[mass.gov/export](http://mass.gov/export)

University of Massachusetts  
MSBDC Network  
23 Tillson Farm Road  
Amherst, MA 01003-9346

NON PROFIT ORG  
U.S. POSTAGE  
PAID  
AMHERST, MA  
PERMIT NO. 2



Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website at [mass.gov/export](http://mass.gov/export).**