



25th Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network
Massachusetts Export Center

presents



Spring 2015
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



Charles D. Baker, Jr.
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



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 info@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



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The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ-15-B-0011 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 2015



PARTNERS FOR TRADE CALENDAR

MARCH

- 6 Understanding Incoterms (webinar) 2
- 12 Cuba Sanctions Update (webinar) 3

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- 2 Establishing & Managing International Channel Relationships (webinar)..... 4
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- 16 ITAR to EAR License Procedures (Boston)..... 9
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- 18/19 Winning the China Challenge: Getting Your Goods In and Your Money Out (webinar)..... 11

Although accurate at press time, seminars may be added, rescheduled or cancelled. To confirm dates, please visit our website at mass.gov/export.

Program Descriptions

Understanding Incoterms

Learn to decode the secret language of Incoterms and how to make them work to your advantage in sales contracts!



Through this webinar, you will learn:
how to choose the right Incoterms rule;
the best rules for global purchasing and sales; applying Incoterms to domestic transactions; insurance requirements; and more.



Speakers include:

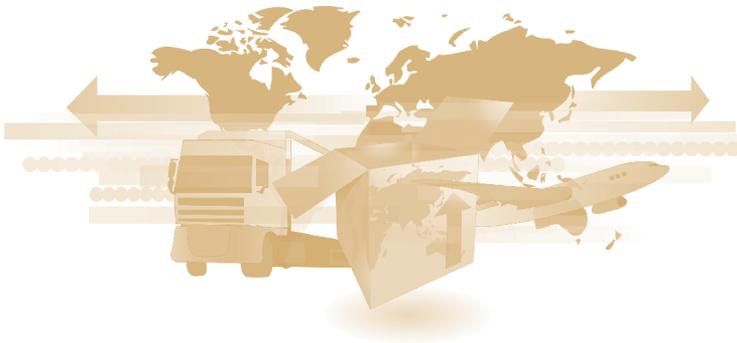
- Robert Stein, Vice President – Mohawk Global Trade Advisors
- Jim Trubits, Vice President – Mohawk Global Trade Advisors

Date: Friday, March 6, 2015

Time: 11:00 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: \$50 / \$25 for Compliance Alliance members



Cuba Sanctions Update

President Obama's recent historic announcement to reopen diplomatic relations between the U.S. and Cuba was quickly followed by regulatory changes intended to facilitate the expansion of trade between the two nations.



Both the Office of Foreign Assets Control (OFAC) and the Bureau of Industry and Security (BIS) issued these regulatory changes, which include: a new OFAC rule, including a new General License, easing of travel restrictions and facilitation of authorized financial transactions; enhancements to the Export Administration Regulations (EAR), including a new license exception; and more.

This webinar will review these new rules, address restrictions still in place, and discuss how businesses can take advantage of these changes. The webinar will also provide an outlook for future business opportunities in Cuba.

Speakers include:

- Jonathan Epstein, Partner – Holland & Knight (Washington, DC)
- Karen Russell, President – IBS Commodities, Inc.
- Bennett Schwartz, Senior Vice President & Director of International Banking – TD Bank

Date: Thursday, March 12, 2015

Time: 12:00 - 1:00 p.m. EST

Location: Webinar

Cost: No charge

Establishing & Managing International Channel Relationships

Most exporters depend on channel partners, such as distributors or sales reps, to generate sales in overseas markets. In fact, an exporter's success in an overseas market is often directly tied to the effectiveness of the company's channel partner in that market.

Effectively negotiating and structuring contracts with these partners is equally critical for achieving profits and growth while minimizing confusion, disputes and poor performance. This webinar will provide tips for finding reliable overseas partners and providing the support and motivation they need in order to effectively generate sales.

The webinar will also provide guidance for achieving a win-win agreement and relationship with overseas channel partners. Specific topics to be discussed include identifying, qualifying, managing, supporting and motivating overseas channel partners; effectively managing contract negotiations; sales and performance requirements; exclusivity; essential contract elements; dispute resolution alternatives and more.

The program will also include real-world examples and best practices from an exporting firm who will discuss its strategies for success. This webinar will benefit top management, international sales and marketing staff, export operations staff, and in-house counsel.

Speakers include:

- Pamela Hoffman, Principal – Hoffman Channel Sales
- Richard Meyerhoff, Vice President of Global Channel Management & Sales – L-3 Communications

Date: Thursday, April 2, 2015

Time: 11:00 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: \$50

Global Trade Compliance Automation Benchmarking Roundtable

Many exporters rely heavily on automation solutions to effectively manage their global trade and compliance operations. While these solutions have clear benefits for streamlining and expediting the global trade process, implementation, technical integration and operation of these systems can often be challenging.



Join us for this roundtable discussion between exporters that will allow participants to “compare notes” on solutions that have been effective in addressing some of the challenges associated with compliance automation.

Topics to be discussed include: budget justification; cost savings determination; internal IT support; ERP integration; and management of automation requirements, including screening, licensing, tariffs, free trade agreements, OGA requirements, and more.

No agenda, no PowerPoints....just a give-and-take discussion between exporters.

Date: Thursday, April 30, 2015

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

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

Cost: \$25 / no charge for Compliance Alliance members



Export School Fast-Track Certificate Program

The most successful exporters are those who properly educate themselves on the export process and who effectively plan their international business operations.

This one-day, fast-paced version of our Export School will offer three tracks on all major components of the export process: international sales and marketing; export logistics and banking; and export regulatory compliance and legal issues. This comprehensive, hands-on seminar will offer “one-stop-shopping” for all of your export questions!

In addition, the program will feature a resource table highlighting a wide range of government programs that assist exporters, as well as an optional CGBP exam review session at the end of the program.

This program is ideal for busy export operations managers and executives who need a quick refresher or a high-level introduction to all aspects of exporting. Program participants will receive a certificate of completion from the Massachusetts Export Center.

Speakers include:

- Eric Busenburg, Vice President Operations – Euro-American Air Freight Forwarding Company, Inc.
- Patricio Forno, International Business Development Manager – Iredale Mineral Cosmetics, Ltd.
- P. Ann Pieroway, Western Massachusetts Regional Director – Massachusetts Export Center
- Tom Stapleton, Senior Vice President, International Department Market Manager – People’s United Bank
- Sarah Willey, General Counsel – Troy Industries

Date: Wednesday, May 6, 2015

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

Location: Bay Path College, Sturbridge Industrial Park, 1 Picker Road, Sturbridge

Cost: \$95 / \$70 for Compliance Alliance members (includes continental breakfast, lunch and seminar materials)

Deemed Export Compliance & Technology Control Plan Development

The Deemed Export rule is a special provision of U.S. export regulations that treats the transfer of controlled technology or technical data to foreign nationals – even within U.S. borders – as an export transaction for export control purposes.

Deemed exports can involve employees, customers, contractors, suppliers, visitors and more. The very nature of deemed exports means that compliance pervades every aspect of a company, ranging from HR to engineering to security and beyond.

In order to effectively manage deemed export compliance, many companies implement a Technology Control Plan (TCP), which provides measures to prevent unauthorized release of controlled technology or technical data for export compliance purposes.

Join us for this webinar to learn the ins and outs of deemed export compliance, including: which technology or technical data is subject to the rule; the differences between deemed export treatment under the ITAR and the EAR; licensing requirements and license exception usage; screening of foreign nationals and certification of deemed export compliance on the U.S. Citizenship and Immigration Services Form I-129; elements of a Technology Control Plan and procedures to ensure compliance.

The speaker will be:

- Michael Dobson, International Trade Associate – Kelley Drye & Warren LLP (Washington, DC)

Date: Wednesday, May 13, 2015

Time: 11:00 a.m. – 1:00 p.m. EST

Location: Webinar

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



BIS Seminar Series

Complying With U.S. Export Controls

This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR).



The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods.

We will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or reexport without applying for a license; export clearance procedures and record keeping requirements; Export Management Compliance Program (EMCP) concepts; and real life examples in applying this information.

The speakers will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

Dates: Tuesday, April 14 and Wednesday, April 15, 2015

Time: Registration 8:00 a.m.; Program 8:30 a.m. - 4:00 p.m.

Location: Wyndham Boston Beacon Hill, 5 Blossom Street, Boston

Cost: \$450 this event only or \$630 for both BIS events

Hotel Discount: We have reserved a block of rooms at the Wyndham for April 13-16 at a discounted rate of \$231 per night. To receive the discounted pricing, mention the group name "MA Export-BIS Training". The deadline for reserving at the discounted rate is April 1.

BIS Cancellation Policy: For the two BIS-cosponsored events, the cancellation deadline for a refund is April 6, 2015. After this date, no refunds will be processed. This supersedes the Massachusetts Export Center's cancellation policy.

Register for both sessions and save!

ITAR to EAR License Procedures

This one-day program will discuss changes in licensing jurisdiction as a result of the Export Control Reform Initiative, transition issues for export authorizations, comparing and contrasting licensing procedures under the State and Commerce regulations, application procedures and modalities, and compliance trends.



The speakers are experienced export policy and licensing specialists and engineers from the Department of State, Directorate of Defense Trade Controls, and the Department of Commerce, Bureau of Industry and Security. The speakers will be available throughout the seminar to answer your questions.

Prerequisite: If selecting the one-day ITAR to EAR License Procedures only program, participants should, at a minimum, have a working knowledge of the Export Administration Regulations, and an understanding of what is required to comply with U.S. export requirements.

Date: Thursday, April 16, 2015

Time: Registration 8:00 a.m.; Program 8:30 a.m. - 4:30 p.m.

Location: Wyndham Boston Beacon Hill, 5 Blossom Street, Boston

Cost: \$210 this event only or \$630 for both BIS events

Exhibitor Opportunity: Join us as an exhibitor for our upcoming BIS export training events on April 14-16 and meet face-to-face with key export compliance practitioners and decision makers! Our exhibitor package includes registration for one attendee and a draped exhibit table immediately outside of the training room for all three days with the opportunity to display popup or tabletop banners, distribute literature and collect business cards. The fee is \$1,200. Visit mass.gov/export/exhibit to register.

There is also an exciting opportunity to sponsor a networking reception on April 14. For further information, contact Paula Murphy, director of the Massachusetts Export Center, at 617-973-8664 or paula.murphy@state.ma.us.

Export Classification, Documentation and Valuation

Have you ever been unsure about how to classify your products for export documentation? Small differences in product description can make a big difference in how a product is classified and assessed duty, or how it is treated under various trade agreements. Yet, it can be very confusing to determine which HTS number is the right one for your product.



Also, are there times when you have been unsure what value to declare on your commercial invoice and/or export declaration? Are you sometimes uncertain when completing export documentation? Are you unclear on how to value and document export shipments for repairs, returns or warranties? Even for experienced exporters, documentary requirements for international trade can be a confusing and ever-changing tangle of papers, forms and regulations.

Moreover, in today's heightened regulatory trade environment, errors on export valuation and documentation can lead to penalties, customs problems and shipping delays.

Join us for this hands-on, practical program which will walk participants through the process of completing major export documents, such as the AES, Certificates of Origin, Commercial Invoices and others. The seminar will also focus on correctly classifying products, documenting the value of export shipments, and will include special cases such as warranty or repair shipments.

Finally, the seminar will provide guidance on proper usage of Incoterms. Participants are encouraged to bring real-world examples and plenty of questions.

Speakers include:

- Paula Connelly, Principal – Law Offices of Paula M. Connelly
- Nancy Lowd, Senior International Trade Advisor – Massachusetts Export Center
- Ken White, Senior Business Development Officer – UPS Capital

Date: Wednesday, May 20, 2015

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

Location: HarborOne U, 131 Copeland Drive, Mansfield

Cost: \$110 / \$75 for Compliance Alliance members (includes seminar materials, continental breakfast and lunch)

Best Practices for Export End Use Screening

It's the dirty little secret of export regulatory compliance.



Everyone knows that the general prohibitions specify several restricted end uses, but it is rare for anybody to actually screen for them. Unless end user screening is mandated as a condition for an export license, the reality is that most exporters do not screen for end use.

Join us for this briefing, where you will hear end use screening best practices from some of the area's leading exporting firms. Learn about the restricted end uses, effective use of end user statements, when to escalate screening efforts, when licensing requirements kick in, and tips for fulfilling screening obligations while minimizing customer reporting.

Speakers include:

- Matt Billingsley, Trade Compliance Manager – iRobot Corporation
- Tammy Cochran, Export Control Officer & Assistant FSO – American Science and Engineering, Inc.
- Joanne Gillespie, Trade Compliance Manager – Mercury Computer Systems
- William Lopes, Export Licensing Manager – Raytheon Company

Date: Friday, June 5, 2015

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

Location: iRobot Corporate Headquarters, 8 Crosby Drive, Bedford

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

Winning the China Challenge: Getting Your Goods in and Your Money Out

Date: June 18 or 19, 2015

Location: Webinar

Details were not available at press time. Check our website for further information.

Exporting Under License Exceptions and De Minimis

The good news is that there are more available export license exceptions than ever, allowing U.S. exporters to ship an ever-increasing number of items without the normally-required licenses.

The bad news is that many export license exceptions can be complex and onerous, leaving many exporters confused or even opting to obtain a license instead of using the available exception.

Join us for this webinar to learn about the major export license exceptions, appropriate use, and applicable conditions for each. You will also learn about license exception usage for items impacted by Export Control Reform.

The webinar will also provide guidance on BIS De Minimis provisions, which exempt certain items from the EAR if they are incorporated into a foreign-made item and meet specific requirements.

Learn how to take advantage of these underutilized tools provided by the federal government to benefit U.S. exporters!

Our featured speaker will be:

- Ian Moss, International Trade Counsel – Goulston & Storrs

Date: Thursday, June 11, 2015

Time: 11:30 a.m. - 1:00 p.m. EST

Location: Webinar

Cost: \$50 / 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.



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 Office413-545-6301

Business Advising Centers

- Berkshire Regional Office413-499-0933
- Boston Regional Office & Minority Business Center617-287-7750
- Central Regional Office508-793-7615
- Massachusetts Export Center
 - Boston Office / Headquarters617-973-8664
 - Holyoke Office413-552-2316
 - New Bedford Office508-999-1388
 - Worcester Office508-929-8844
- Northeast Regional Office978-542-6343
- Procurement Technical Assistance Center413-545-6307
- Southeast Regional Office508-673-9783
- Western Regional Office413-737-6712

Visit our website at 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.



MASSACHUSETTS EXPORT RESOURCE CENTER



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

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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.