



26th Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network Massachusetts Export Center

presents



Spring 2016 **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



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.



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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-16-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. By contacting our office and requesting at least two weeks in advance, every attempt will be made to reasonably accommodate persons with disabilities and those who need translation services. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 3730, Boston, MA 02116; telephone 617-973-8664. ©Copyright 2016



PARTNERS FOR TRADE CALENDAR

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- 24** Sanctions Trends & Update: Iran, Russia & Cuba
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- 25** Complying with the New Sanctions Against
China's ZTE (webinar) 8

APRIL

- 1** Iran Sanctions Update (North Reading) 2
- 8** Foreign Exchange Outlook: Managing Trade Finance
with a Strong Dollar (webinar) 4
- 14** Safeguarding Against Counterintelligence Threats:
Tips for Companies Engaged in Global Business
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- 13** Best Practices for Deemed Export Compliance
(Burlington) 3

JUNE

- 2** Export Documentation & Valuation (webinar) 6

JULY

- 20** Export Regulatory Compliance Update (Cambridge) 7

*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

Iran Sanctions Update

The implementation of the Joint Comprehensive Plan of Action (JCPOA) in early 2016 has opened the door to greatly reduced restrictions on trade with Iran among many European countries, with the U.S. relaxing a number of secondary sanctions against Iran. While these developments may present new opportunities for some companies, it is important to note that the U.S. still maintains significant sanctions against Iran.

BAKER & MCKENZIE

TERADYNE

Join us for this seminar, which will provide an overview of both U.S. and European sanctions programs against Iran, including sanctions relief provided under the JCPOA.

Specific topics include: relaxation of U.S. secondary sanctions, including the de-listing of certain restricted parties; the issuance of General License H, which authorizes non-U.S. entities that are owned or controlled by a U.S. person to engage in certain activities involving Iran that are consistent with the JCPOA and that otherwise would be prohibited under the Iranian Transactions and Sanctions Regulations (ITSR); and de-listed designated parties and relaxation of product controls under European sanctions relief.

Importantly, the seminar will also review restrictions remaining in place, implications for U.S. exporters, and best practices for compliance. Following the seminar, participants are welcome to stay for a Q&A roundtable discussion with the speakers.

Speakers include:

- Sylwia Lis, Partner – Baker & McKenzie LLP, Washington, DC
- Dr. Julia Pfeil, Senior Associate – Baker & McKenzie, Frankfurt, Germany (via teleconference)
- Lise Test, Senior Associate – Baker & McKenzie LLP, Washington, DC

Date: Friday, April 1, 2016

Time: Registration 8:30 a.m.; Program 9:00 – 11:00 a.m.; Q&A roundtable to follow

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

Cost: \$50 / no charge Compliance Alliance members

Best Practices for Deemed Export Compliance

Deemed Exports are not solely the concern of the corporate export compliance professional. Virtually every department within a company is affected by Deemed Exports, and all employees should be aware that exposure to controlled technology by foreign nationals will trigger the Deemed Export rule and licensing requirements.

GEORGE J. KOSTAS

Research Institute for Homeland Security
at Northeastern University, LLC

A provision of U.S. export regulations, Deemed Exports treat the transfer of technology or technical data to foreign nationals – even within the U.S. – as an export transaction for export control purposes. Foreign national employees, visitors, contractors, and customers are just a few examples of those subject to Deemed Export licensing, leaving U.S. firms to be concerned about inadvertent transfer of controlled technology and potential export violations.

Join us to hear from exporting businesses as they discuss tips and best practices for Deemed Export compliance and licensing as it relates to all aspects of company operations. Our discussion will include implementing technology control plans, new employee hiring practices, sponsoring of foreign nationals, and the screening of visitors.

Speakers include:

- Christopher Brouady, Vice President of Contracts, Legal & Security – Aptima, Inc.
- Maria Crockett, Senior Compliance Manager – MediaTek USA, Inc.

Important: Registration will close on Friday, May 6 and walk-ins are not be allowed, so please register early!

Date: Friday, May 13, 2016

Time: Registration 9:30 a.m.; Program 10:00 a.m. – 12:00 noon

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

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

Foreign Exchange Outlook: Managing Trade Finance with a Strong Dollar

In recent years, the strong dollar has weighed heavily on U.S. exports, making them more expensive for overseas customers. This surge in the dollar has finally caught up with our trade data, with U.S. merchandise exports experiencing a seven percent decrease in 2015—the first decline for U.S. exports in many years.

This webinar will provide helpful insight for U.S. exporters struggling to remain competitive under the pressure of a strong dollar. We will begin with a look at the dollar, including its recent performance, the impact of its appreciation and outlook for the future. The webinar will then discuss solutions that exporters can use to work with their customers in this difficult environment.

Strategies for supply chain financing will be discussed, including creative uses of letters of credit, such as discounting. Participants will pick up helpful tips for sustaining export business while riding out this challenging period in time.

Speakers include:

- Patrick Duong, Vice President, Global Markets – Citizens Bank
- Joseph Reilly, Senior VP Treasury Solutions – Citizens Bank

Date: Friday, April 8, 2016

Time: 11:30 a.m. – 1:00 p.m. EST

Location: Webinar

Cost: \$35



Safeguarding Against Counterintelligence Threats: Tips for Companies Engaged in Global Business

Companies engaged in global business are at a heightened level of risk to be targeted for a variety of economic espionage activities and scams.

There are several reasons for this, including the types of companies that typically conduct international business (e.g., emerging technology, IP-rich firms), large amounts of funds being transferred, and the openness of information provided for promotion of business internationally. The Business Email Compromise (BEC) scam, for example, which targets businesses that routinely perform foreign wire transfer payments, is responsible for over \$1.2 Billion in losses since late 2013, according to the FBI.

This webinar will discuss U.S. counterintelligence trends, including targeted threats for firms conducting business globally.

Specifically, the webinar will address scams, foreign competitor economic espionage techniques, and vulnerable targets. The webinar will provide tips on what businesses should look out for and best practices to avoid falling victim. The webinar will also feature a case study from a firm targeted under the BEC scam, including protocols put in place to avoid future breaches.

Speakers include:

- Carmine Nigro, Special Agent & Counterintelligence Strategic Partnership Coordinator – FBI Boston
- Joe Lander, Managing Director – Duraflow, LLC

Date: Thursday, April 14, 2016

Time: 11:30 a.m. – 12:45 p.m. EST

Location: Webinar

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

Export Documentation & Valuation

What value should I use on my Commercial Invoice? Do I use the same value for export clearance purposes? What fields are required on my Certificate of Origin? What about repairs, returns, warranties and temporary shipments?

Have you ever asked these or similar questions? Unsure how to document, value or complete export documentation? You are not alone. 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 practical webinar, which will walk participants through the process of completing major export documents, such as Commercial Invoices and Certificates of Origin, among others, as well as AES filing and required documentary annotations.

This program will also focus on correctly documenting the value of export shipments, including special cases such as warranty or repair shipments.

Participants are encouraged to submit questions prior to the webinar.

Speaker:

- Norman Lubeck, Senior Manager, Global Trade Advisory Services – Tradewin

Date: Thursday, June 2, 2016

Time: 12:00 – 1:30 p.m. EST

Location: Webinar

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

Export Regulatory Compliance Update

Most exporters are well aware of the need to be compliant with U.S. export control laws. A cursory effort to comply with export regulations is not enough, however. Between evolving regulatory policy, new and revised sanction and embargo programs, stepped-up enforcement efforts, escalating screening obligations, and continued fallout from Export Control Reform, the export regulatory compliance environment is now more complex than ever.

BakerHostetler



Companies that don't take a proactive and preemptive approach to export compliance will fall behind the curve on regulatory changes, leaving themselves open to noncompliance and possible enforcement action.

Don't miss this unique opportunity to hear the latest on export compliance issues and trends from leading local and national export compliance practitioners and experts! This program is expected to sell out and space is limited, so early registration is advised.

Further details on topics and speakers to be announced shortly.

Date: Wednesday, July 20, 2016

Time: Registration 9:30 a.m.; Program 10:00 a.m. – 5:00 p.m.;
Networking reception to follow

Location: Microsoft New England R&D (NERD) Center, One Memorial Drive, Cambridge

Cost: \$115 / \$65 for Compliance Alliance members



Complying with the New Sanctions Against China's ZTE

On March 8, the U.S. Department of Commerce Bureau of Industry and Security (BIS) announced the addition of China's ZTE

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Corporation (also known as ZTEC), as well as three of its affiliates, to the Entity List, with the presumption of license denial. This act followed findings that ZTE violated laws restricting exports of U.S. technology to Iran. The addition of ZTE to the Entity List prohibited the export, re-export or transfer of all U.S.-origin goods, software or technology to ZTE or its named affiliates. On March 24, BIS is expected to temporarily lift restrictions on exports to ZTE and one of its affiliates, but it will be far from "business as usual" for U.S. exporters.

ZTE is China's 2nd largest telecommunications firm and one of the world's top ten manufacturers of smartphones. It is a \$15 Billion company that sources over 40% of its components from U.S. suppliers, with Massachusetts being a design and production hub for the type of technology procured by the firm. ZTE is a deeply-embedded player in the global supply chain for electronic components, networking and telecommunications technology, and with China's multi-layered distribution infrastructure, it can be challenging for U.S. companies to conduct business with due caution and diligence.

Join us for this timely webinar to learn about the ZTE sanctions, the anticipated temporary reprieve, and strategies for compliance amidst China's complex distribution and OEM climate. The webinar will provide up-to-the-minute information on allowances afforded under a general license temporarily authorizing US exports to ZTE and one of its affiliates, as well as restrictions still in place. The webinar will also feature a case example from Analog Devices, a critical supplier to ZTE, who will discuss protocols put in place to ensure compliance in this tenuous environment.

Speakers include:

- Dennis Farrell, Director of Global Trade Compliance – Analog Devices
- Ian Moss, Counsel – Baker & Hostetler LLP
- Kerry Scarlott, Partner – Baker & Hostetler LLP

Date: Friday, March 25, 2016

Time: 11:30 a.m. – 12:30 p.m. EST

Location: Webinar

Cost: No charge

This webinar is now available in the archived webinars section on our website at mass.gov/export.

Sanctions Trends & Update: Iran, Russia & Cuba

With the recent easing of trade sanctions governing Iran and Cuba, companies in Massachusetts are evaluating new business opportunities. U.S. relations with Cuba have improved dramatically since President Obama re-opened diplomatic ties in December 2014, and trade opportunities are slowly but surely increasing. Iran, with 80 million people eager to purchase western goods, has great potential, but U.S. businesses continue to be very limited by U.S. sanctions. Although relations with both Iran and Cuba are evolving quickly, U.S. companies should tread carefully and seek expert advice in advance of pursuing trade opportunities.



Trade with Russia is moving in the opposite direction, with sanctions tightening. Restrictions are likely to increase. However, Russia is still a vital trading partner for Massachusetts—2015 product exports from the Bay State to Russia topped \$120 million.

This webinar will offer the latest information on trade with three sanctioned countries and give participants useful insights into how to succeed in these markets.

The speaker will be Gwendolyn Wilber Jaramillo, partner with Foley Hoag LLP. Ms. Jaramillo's practice focuses on international business, including transactional and trade concerns, cross-border acquisitions, compliance with U.S. export regulations and sanctions, and compliance with OFAC regulations.

Date: Wednesday, February 24, 2016

Time: 12:00 noon – 1:00 p.m. EST

Location: Webinar

Cost: No charge

This webinar is now available in the archived webinars section on 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.



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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.



Compliance Alliance

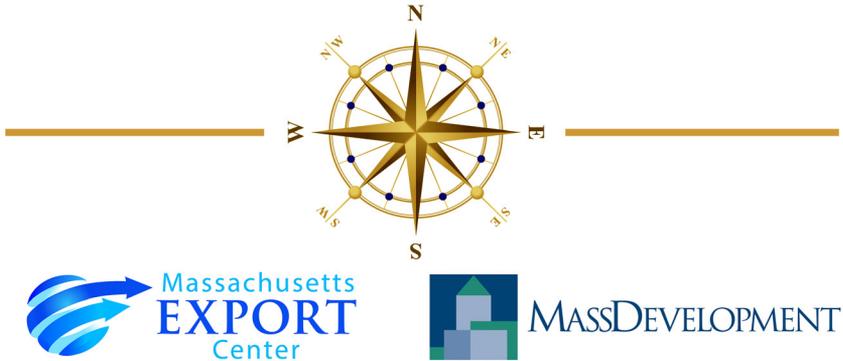
The Massachusetts Export Center's Compliance Alliance is a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness. The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export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



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!



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



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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.

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