



International Trade Symposium at the World Ag Expo

Wednesday, February 15, 2017 | Tulare, CA

Expo Seminar Center ([Expo Lane & U St](#)) – on show grounds

Export Trade Secrets Revealed! (10:00 am – 11:00 am)

Do I need a license to export my product? What is the best way to enter foreign markets? How do I minimize payment risk with foreign customers? Discover the best kept secrets to assist businesses in developing international markets. A panel of experts will answer the most frequently asked questions related to the export process - market research, export promotion opportunities, foreign trade regulations, quality standards, pricing, export financing, transportation, trade documents, trade agreements, and how to integrate the export process into your business operation. Don't miss this opportunity to stay competitive in today's global economy - ONE WORLD...YOUR WORLD...YOUR MARKET!



Alicia Rios

Glen Roberts

David Josephson

Jeff Deiss

Panelist: Alicia Rios, California Center for International Trade Development; Glen Roberts, U.S. Commercial Service; David Josephson, EXIM Bank; Jeff Deiss, U.S. Small Business Administration

Growing Sustainable Farms – Increase Profits, Mitigate Risk (11:00 am – 12:00 pm)

Farming is a risky business! Small farms are the backbone of the local food systems, but many farmers and entrepreneurs lack the tools and resources necessary to scale up and meet the supply needs of large buyers. Opportunities are available to not only maintain a farming livelihood, but thrive in today's dynamic market. Join our panel of experts and cultivate business skills and access to resources that will allow you to successfully launch or expand profitable agribusinesses and mitigate risk.



Don Cameron

Ski Allender, USDA Risk Management Agency; Jeff Sledd and James Harris, USDA Farm Service Agency; Don Cameron, Terranova Ranch

Global Opportunities for U.S. Manufacturers in a Rapidly Changing World (1:30 pm – 2:30 pm)

Manufacturers are highly focused on achieving new growth. In a world of increasing competition, U.S. manufacturers must develop an innovative export marketing strategy to survive in today's world market. Exporters that embrace globalization know there are both challenges and opportunities. Discover what the competition is doing in Latin America, China and Mexico, and learn how you can become a competitive global supplier. Our panel of experts will discuss effective solutions and tactics to gain a competitive advantage.



Padraic Sweeney

Rob Sanger, California Manufacturers & Technology Association; Padraic Sweeney, U.S. Department of Commerce, Office of Transportation & Machinery; Eric Hadden, Laval Underground Surveys

The Changing Face of Global Trade (2:30 pm – 3:30 pm)

Despite facing challenges with a rapidly transforming global landscape, the U.S. economy is still the largest and most important in the world. Global uncertainty fueled by contentious worldwide elections has left U.S. exporters uncertain. What is the short- and long-term outlook for trade? Where will the U.S. stand on trade negotiations? How do savvy business leaders forge ahead in this volatile environment? Learn what global and U.S. factors could impact our economy. Expert panelists will answer these questions and discuss the future of trade.



Matt Tripodi

Matt Tripodi, Euromonitor International; Ron Brown, Port of Oakland

Presented by:

California Center for International Trade Development

State Center Community College District

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