



2011 ABAC SME Symposium (Draft)

All events will be held in the Halekulani Ballroom unless otherwise noted.

Draft agenda:

- 8:00 – 8:30 a.m. **Registration – Ballroom Foyer**
- 8:30 – 8:40 a.m. **Welcome**
Deb Henretta, Chair, APEC Business Advisory Council (*confirmed*)
- 8:40 – 9:15 a.m. **Opening Remarks - “Creating New Opportunities for SMEs”**
Speakers:
Dr. Yang Yunsong, Chairman, XY Group International and APEC Business Advisory Council Member (*confirmed*)

Michael Camuñez, Assistant Secretary of Commerce for Market Access and Compliance, U.S. Department of Commerce (*confirmed*)
- 9:15 – 10:30 a.m. **Session 1 – New Roles for SMEs in Global Markets**
Innovative technologies and services such as cloud-based technologies are redefining the role that SMEs can play in global markets. Panelists will discuss and share examples of how services and software delivered online make it easier for small companies to get off the ground and reach customers around the world.

Moderator: Vance Hum, President and CEO, I.M. Systems Group (*confirmed*)
Panelists:
- Lance Trebesch, CEO, TicketRiver.com (*confirmed*)
 - Tracey Fellows, Vice President, Microsoft Asia Pacific (*confirmed*)
 - To be announced
- 10:30 – 11:00 a.m. **Networking Break – Ballroom Foyer**
- 11:00 – 12:15 p.m. **Session 2 –Free Trade Agreements – Opening Doors for SMEs**
Free trade agreements are paving the way to new markets for goods and services, but SMEs are not always able to reap the full potential of these agreements. This discussion will focus on strategies small businesses can employ to ensure they leverage the opportunities made available by FTAs.

Moderator: To be announced
Panelists:
- Russell Flemming, Vice President, Marketing, FedEx Express (*confirmed*)
 - Shawn Marie Jarosz, President, TradeMoves LLC (*confirmed*)
 - Carlos Romero, Assistant United States Trade Representative for Intergovernmental Affairs and Public Engagement, USTR (*confirmed*)

- 12:15 – 1:45 p.m. **Luncheon Keynote Speech**
Remarks and introduction of U.S. Secretary of Commerce:
Daniel Alegre, President, Asia-Pacific and Japan Operations, Google (*invited*)
- Speaker:* Secretary of Commerce, U.S. Department of Commerce (*invited*)
- 2:00 – 3:15 p.m. **Session 3 – Creating Transparent and Open Business Environments for SMEs**
Corruption is a significant market access barrier for SMEs looking to do business in overseas markets. It disproportionately impacts SME's ability to prosper and grow and undermines innovation, job growth, economic stability and trade among APEC economies. This panel will explore actions APEC governments and the private sector can take to combat this barrier to SME growth.
- Moderator:* Michael Camuñez, Assistant Secretary of Commerce for Market Access and Compliance, U.S. Department of Commerce (*confirmed*)
- Panelists:*
- Fauziah Talib, Managing Director, IQ-Quest Company, Brunei ABAC Member (*confirmed*)
 - Wendy Hallgren, Vice President, Corporate Compliance, Fluor Corporation (*confirmed*)
 - Nancy Travis, Vice President, Global Strategy ,Advanced Medical Technology Association (*confirmed*)
 - Nancy Adams, Deputy Vice President, International , Pharmaceutical Research and Manufacturers Association (*confirmed*)
- 3:15 – 3:45 p.m. **Afternoon Keynote – Financial Support of SME Export Activities**
Speaker:
Fred Hochberg, Chairman and President of the Export-Import Bank of the United States (*confirmed*)
- 4:00 – 4:15 p.m. **Coffee Break – Ballroom Foyer**
- 4:15 - 5:30 p.m. **Session 4 - Intellectual Property Rights and Trading Across Borders**
Intellectual property is often an SME's most valuable asset. Differing standards for IPR protection and enforcement across APEC economies presents risks for small businesses seeking to compete globally. Recent changes to U.S. patent law have also changed the ways SMEs need to approach IP protection. This session will explore resources available to SMEs seeking to protect IP as well as effective strategies to minimize the potential for infringement of patents and copyrights.
- Moderator:* To be announced
- Panelists:*
- Danielle Conway, Michael J. Marks Distinguished Professor of Business Law & Director, University of Hawai'i Procurement Institute & Of Counsel, Alston Hunt Floyd & Ing (*confirmed*)
 - Anita Ramasastry, Senior Advisor to the Assistant Secretary of Commerce for Market Access and Compliance, U.S. Department of Commerce (*confirmed*)
 - To be announced

Details

- Registration fee: USD\$150 includes full access to the 2011 ABAC SME Symposium, parking at the Halekulani Hotel, printed event materials, lunch, and coffee break refreshments.
- For more information contact: SME_Events@ncapec.org