



## 2011 ABAC SME Symposium



November 10, 2011 - Halekulani Hotel, Honolulu, Hawaii

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 – 8:35 a.m.      **Introduction**  
Louise K.Y. Ing, ABAC SME Symposium Master of Ceremonies  
President, Hawaii State Bar Association, Vice President & Director, Alston Hunt Floyd & Ing
- 8:35 – 8:40 a.m.      **Welcome**  
Deb Henretta, Chair, APEC Business Advisory Council
- 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  
  
Michael Camuñez, Assistant Secretary of Commerce for Market Access and Compliance, U.S. Department of Commerce
- 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  
*Panelists:*
- Dato' Hafsah Hashim, CEO, SME Corp. Malaysia
  - Lance Trebesch, CEO, TicketRiver.com
  - Tracey Fellows, Vice President, Microsoft Asia Pacific
  - Dr. Robert Lai, Chair, APEC SME Working Group
- 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:* Ambassador Susan Schwab, Former United States Trade Representative  
*Panelists:*
- Russell Flemming, Vice President, International Marketing, FedEx Corporation
  - Shawn Marie Jarosz, President, TradeMoves LLC
  - Carlos Romero, Assistant United States Trade Representative for Intergovernmental Affairs and Public Engagement, USTR

- 12:15 – 1:45 p.m.      **Luncheon Keynote Speech**  
*Introduction:* Brian Schatz, Lt. Governor of the State of Hawaii  
*Speaker:* John Bryson, United States Secretary of Commerce  
*Closing Remarks:* Mike Ducker, Chief Operating Officer, Executive Vice President and President, International FedEx Express
- 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
- Panelists:*
- Fauziah Talib, Managing Director, IQ-Quest Company, Brunei ABAC Member
  - Wendy Hallgren, Vice President, Corporate Compliance, Fluor Corporation
  - Nancy Travis, Vice President, Global Strategy, Advanced Medical Technology Association
  - Nancy Adams, Deputy Vice President, International , Pharmaceutical Research and Manufacturers of America (PhRMA)
- 3:15 – 3:45 p.m.      **Afternoon Keynote – Financial Support of SME Export Activities**  
*Introduction:* Patricia M. Loui, Member, Board of Directors, Export-Import Bank of the United States  
*Speaker:* Fred Hochberg, Chairman and President of the Export-Import Bank of the United States
- 3:45 – 4:00 p.m.      **Coffee Break – Ballroom Foyer**
- 4:00 - 5:15 p.m.      **Session 4 – Trading Across Borders - Regulatory and Operational Concerns**  
*SMEs entering new markets overseas are certain to encounter many new and unfamiliar regulations and business practices. From a regulatory perspective this can range from differing standards for IPR protection and enforcement to regulations for handling data and product standards. Business owners will also encounter new operational requirements such as processing payments from overseas and logistics.*
- Moderator:* Anita Ramasastry, Senior Advisor to the Assistant Secretary of Commerce for Market Access and Compliance, U.S. Department of Commerce
- Panelists:*
- Danielle Conway, Michael J. Marks Distinguished Professor of Business Law & Director, University of Hawai`i Procurement Institute & Of Counsel, Alston Hunt Floyd & Ing
  - Patrick Ryan, Policy Counsel, Open Internet, Google Inc.
  - Dr. Daniel Salcedo, Founder & CEO, OpenEntry.com

#### 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](mailto:SME_Events@ncapec.org)