



11th Annual

Global Business Conference

International Trends and Market Opportunities

March 6, 2014 7:45 am - 12:30 pm

Behrakis Grand Hall at Drexel University



WORLD TRADE CENTER®
GREATER PHILADELPHIA



DREXEL UNIVERSITY
LeBow
College of Business

Global Business Conference

International Trends and Market Opportunities

CONFERENCE AGENDA

7:45 am **Registration and Breakfast Networking Session**

8:30 am **Welcoming Remarks**

- John A. Fry, *President*, Drexel University
- Linda Mysliwy Conlin, *President*, World Trade Center of Greater Philadelphia

9:00 am **Global Economic Outlook – With a Little Luck, Better Times Ahead!**

The global economy underperformed in 2013, with all major regions expanding below potential. Most developed economies disappointed, with the notable exception of the policy-induced revival of Japan. The U.S. and major emerging economies in Asia and Latin America struggled to gain momentum, while the euro zone slowly emerged from a crippling 18-month recession that pushed unemployment to record highs. The global economic environment will look brighter in 2014, with a stronger U.S. economy and spreading recovery in Europe providing a tailwind. It won't be smooth sailing as there are a number of challenges, but with some luck the global economy could exceed expectations this year and next.

- Ryan Sweet, *Director and Senior Economist*, Moody's Analytics

9:30 am **Keynote: A Conversation with Lars Björk, Chief Executive Officer, QlikTech**

How a Radnor, PA tech company is shaping the global future of business intelligence software.

Interviewed by – Stephen S. Tang, PhD, *President*
University City Science Center

10:15 am **Keynote Address**

*North America's Energy Renaissance
Could Philadelphia be the Next Global Energy Hub? The Canada Connection.*

The nexus between trade and energy is one of the best examples of the strength of the overall Canada-US relationship. Today our two countries have by far the strongest and most secure energy relationship in the world – a relationship that generates billions of dollars and creates thousands of jobs. What does it mean for Philadelphia and how can the Canadian connection help Philadelphia become the next global energy hub?

- John F. Prato, *Consul General of Canada in New York*

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CONFERENCE AGENDA - Continued

10:45 am **Break**

11:00 am **Regional Panel – The Markets to Watch in 2014**

- **China** - Craig Allen, *Deputy Assistant Secretary for China*, U.S. Department of Commerce

China has published a blueprint for structural economic reform to be implemented by 2017. What is the outline of this reform and what are the implications for American exporters?

- **The Arab Gulf – Qatar** - Ambassador Patrick Theros, *President*, U.S. – Qatar Business Council

Qatar has pioneered new and exciting ways to deliver a close and mutually productive relationship with the U.S. Although natural gas and oil began the financial foundation for the relationship, the Qataris moved beyond it rapidly, engaging America in education, charity, culture and modernization, in a fashion unprecedented for the region. This engagement has opened a path for business engagement in multiple, often unexpected, sectors.

- **Latin America** – Bernard Garra, *Head of Foreign Exchange*, Santander Bank

Since 2007, Latin America has been one of the strongest regions of growth in the world attracting investment and developing global opportunities for trade. As financial markets brace for shifts in global monetary and fiscal policies, what impact will it have on LatAm, their currencies, and U.S. firms that do business in the region?

Moderator – Craig Ey, *Editor-in-Chief*, Philadelphia Business Journal

11:45 am **Exporters Panel: Market Opportunities, Challenges, and Lessons Learned**

- Nissen Isakov, *President*, LCR Embedded Systems, Inc.
- Mike Matranga, *International Sales and Marketing Manager*, Lenox Corporation
- Fred Slack, *Vice President, Marketing and Sales Administration*, Schramm, Inc.

Moderator – Stephen Mullin, *President*, Econsult Corporation

12:30 pm **Adjourn and Networking**

Mark Your Calendar!

May 8

World Trade Centers Day Awards and Celebration

Philadelphia Museum of Art, Grand Stairway

The World Trade Centers' Day Awards and Celebration honors the global achievement of the Greater Philadelphia region and recognizes those international business leaders who have made a significant contribution to regional and national economic growth through international trade.

The 2014 honorees include:

- **William Hunt**, *Chief Executive Officer* – AgustaWestland Philadelphia Corporation
- **Valtech Corporation** *Member Company of the Year* – Pennsylvania
- **The Jet Pulverizer Company** *Member Company of the Year* – New Jersey

World Trade Center of Greater Philadelphia

For over a decade the World Trade Center of Greater Philadelphia (WTCGP) has served as a single, powerful source of international business support for companies in the region. We can help you access the exciting opportunities that globalization offers by providing international trade assistance and key global relationships to help you capture your share of these promising markets. Over the past decade, we have helped companies in Pennsylvania and New Jersey generate over \$1.1 billion in incremental export sales, supporting nearly 15,000 jobs.

Our services include international trade counseling, education and training, trade missions and trade shows, market intelligence and research, export finance assistance, access to the World Trade Centers' network, import assistance and global procurement, inbound delegations support, and facilitating connections to ensure your global success. The WTCGP is a 501(c)(3) non-profit, membership organization and a licensed member of the World Trade Centers Association which allows members access to over 330 world trade centers in 100 countries.

Membership

The World Trade Center of Greater Philadelphia (WTCGP) is the region's best one-stop resource for your global business needs. The WTCGP has both the staff expertise and the global connections your company needs to target opportunities, develop a market-entry strategy, and identify partners to sell into worldwide markets. As a member of the World Trade Center of Greater Philadelphia, you gain an experienced partner to help you navigate the complexities of international commerce and become part of an exclusive network of global businesses and entrepreneurs.

Become a member today: www.wtcphila.org

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