THE AMERICAS BUSINESS FORUM
Creating Jobs through Exports

The Honorable Gary Locke
U.S. Secretary of Commerce

The Honorable Antonio Villaraigosa
Mayor, City of Los Angeles

Judy D. Olian
Dean, UCLA Anderson
School of Management

Dr. Abraham F. Lowenthal
President Emeritus,
Pacific Council of
International Policy

Ambassador Jeffrey Davidow
President,
Institute of the Americas

Sebastian Edwards
Professor, UCLA Anderson
School of Management

Forum includes one-on-one meetings with U.S. Commercial Attachees

May 27-28, 2009
Omni Hotel, Los Angeles

U.S. and Foreign Commercial Service supports the goals of this event, but does not endorse the specific products or views of the participating organizations.
THE AMERICAS BUSINESS FORUM
Creating Jobs through Exports
Wednesday, May 27

8 a.m. WELCOMING REMARKS
Bunker Hill Ballroom
Gary Toebben, President & CEO,
Los Angeles Area Chamber of Commerce
Judy D. Olian, Dean,
UCLA Anderson School of Management
Rochelle J. Lipsitz, Acting Assistant Secretary for Trade Promotion and Director General of the US&FCS

THE AMERICAS’ IMPORTANCE TO LOS ANGELES
Dr. Abraham F. Lowenthal,
President Emeritus, Pacific Council on International Policy

9:15 a.m. ORGANIZATIONAL FRAMEWORK FOR SUCCESS
Moderator
Carlos J. Valderrama,
Los Angeles Area Chamber of Commerce
Legal Framework
Randolph Muhlestein,
Partner, Musick Peeler & Garrett LLP
Strategic Planning
Robert De Martini,
General Manager, Hayward International
Global Banking
Robert Iritani,
Executive Vice President, City National Bank
Marketing Support
Rochelle J. Lipsitz,
Acting Assistant Secretary for Trade Promotion and Director General of the US&FCS

10:45 a.m. CONCURRENT SESSIONS
Andean Free Trade Market Opportunities
Hershey/Crocker Room
Moderator
Dario Gomez,
Director, Mayor’s Office of International Trade
CHILE
Mitchell Larsen,
Counselor for Commercial Affairs, U.S. Embassy in Santiago, Chile
PANAMA
Nicholas Kuchova,
Counselor for Commercial Affairs, U.S. Embassy in Panama City, Panama
PERU
John Simmons,
Counselor for Commercial Affairs, U.S. Embassy in Lima, Peru
COLOMBIA
Margaret Hanson-Muse,
Counselor for Commercial Affairs, U.S. Embassy in Bogota, Colombia

A Look at Ecuador & Venezuela
Museum B
Moderator
James MacLellan,
Director of Trade Services, Port of Los Angeles
ECUADOR
Eric Olson,
Counselor for Commercial Affairs, U.S. Embassy in Quito, Ecuador
VENEZUELA
James Koloditch,
Counselor for Commercial Affairs, U.S. Embassy in Caracas, Venezuela

North American Free Trade Area
Museum A
Moderator
James Hankla,
Commission President, Port of Long Beach
CANADA
Stephan Wasyliiko,
Minister Counselor for Commercial Affairs, U.S. Embassy in Ottawa, Canada
MEXICO
Ann Bacher,
Minister Counselor for Commercial Affairs, U.S. Embassy in Mexico City, Mexico

12:30 p.m. LUNCHEON — CREATING JOBS THROUGH EXPORTS
Carlos J. Valderrama,
Los Angeles Area Chamber of Commerce
Mayor Antonio Villaraigosa,
City of Los Angeles
Gary Locke,
U.S. Secretary of Commerce

2 p.m. INTELLECTUAL CAPITAL & TRADE LOGISTICS
Moderator
Kaylynn Kim,
Commissioner, Port of Los Angeles
Supply Chain Management
Steve Arnold,
Regional Sales Manager, FedEx Services Inc.
Intellectual Property & Financing
Whit Bivens,
Partner, Musick Peeler Garrett LLP
Financing Exports
David Josephson,
Regional Director, Export-Import Bank of the United States

3:15 p.m. CONCURRENT SESSIONS
Central American Free Trade Agreement (CAFTA + DR)
Hershey/Crocker Room
Moderator
Mark Thorpe,
Director of Air Service Marketing, Los Angeles World Airports
COSTA RICA
Bryan Smith,
Counselor for Commercial Affairs, U.S. Embassy in San Jose, Costa Rica
DOMINICAN REPUBLIC & THE CARIBBEAN
Robert O. Jones,
Regional Counselor for Commercial Affairs for the Caribbean, U.S. Embassy in Santo Domingo, Dominican Republic
EL SALVADOR
Michael McGee,
Regional Counselor for Commercial Affairs for Central America, U.S. Embassy in San Salvador, El Salvador
GUATEMALA
Patricia Wagner,
Counselor for Commercial Affairs, U.S. Embassy in Guatemala City, Guatemala

Common Market of the South (MERCOSUR)
Museum A
Moderator
Moises Cisneros,
International Trade Manager, County of San Bernardino
ARGENTINA & URUGUAY
James Rigassio,
Regional Counselor for Commercial Affairs for Argentina and Uruguay, U.S. Embassy in Buenos Aires, Argentina
BRAZIL
Daniel DeVito,
Minister Counselor for Commercial Affairs, U.S. Consulate in Sao Paulo, Brazil

4:45 p.m. CLOSING SESSION — LATIN AMERICA: CHANGING RELATIONSHIP & POLICY DIRECTION
Moderator
Robert Spich,
Professor, UCLA Anderson
Panelists
Sebastian Edwards,
Professor, UCLA Anderson
Ambassador Jeffrey Davidow,
President, Institute of the Americas
PLATINUM SPONSORS

City National Bank
FedEx Express

SILVER SPONSORS
COUNTY OF SAN BERNARDINO
PORT OF LONG BEACH

BRONZE SPONSORS
MERCURY AIR GROUP, INC.
GENSLER

COOPERATING ORGANIZATIONS
MAYOR VILLARAIGOSA’S TRADE ADVISORY COUNCIL (MTAC)
U.S. & FOREIGN COMMERCIAL SERVICE
CALIFORNIA INLAND EMPIRE DISTRICT EXPORT COUNCIL
CALIFORNIA MANUFACTURERS & TECHNOLOGY ASSOCIATION
CALIFORNIA SPACE AUTHORITY
CENTERS FOR INTERNATIONAL TRADE DEVELOPMENT (El Camino and Citrus Colleges)
COMMERCIAL NEWS USA
NATIONAL ASSOCIATION OF MANUFACTURERS (NAM)

For more information about The Americas Business Forum, go to www.lachamber.com/tabf.