

U.S. Commercial Service

## OPPORTUNITIES IN CENTRAL

# AMERICA BUSINESS DEVELOPMENT CONFERENCE

*Guatemala – June 21-22, 2015*



## PROGRAM AGENDA

### *Sunday, June 21, 2015*

- Venue:** Real Intercontinental Guatemala  
14 Calle 2-51, Zona 10  
Guatemala City
- 5:00-6:00 PM** Conference Pre-Registration  
*Outside Salon Roble*
- 5:30-6:15 PM** Trade Mission Delegate Welcome Briefing  
*Room Guayacán (Level 3)*

#### Speakers:

**Nicole DeSilvis**, Senior Commercial Officer - U.S. Commercial Service Guatemala  
*Welcome Remarks. Introductions*

**Jessica Gordon**, International Trade Specialist - U.S. Commercial Service Jackson, Mississippi  
*Trade Mission and Conference Brief Overview*

- 6:30-8:30 PM** Networking Reception  
*Salon Roble II (Level 3)*

### *Monday, June 22, 2015*

- 6:30-7:30 AM** Continental Breakfast (*On your own*)  
*Market Restaurant*
- 7:00-8:00 AM** Registration  
*Outside Salon Roble (Level 3)*
- 8:00-8:30 AM** Opening Remarks: Welcome to the Opportunities in Central America Business Conference  
*Salon Roble I*

#### Speakers:

**Aileen Nandi**, Regional Senior Commercial Officer - U.S. Department of Commerce

**Antwaun D. Griffin**, Deputy Assistant Secretary - U.S. Department of Commerce

**Todd D. Robinson**, U.S. Ambassador to the Republic of Guatemala

- 8:40-9:40 AM** Panel: Regional Market Opportunities in Central America – Regional Economy Overview  
*Salon Roble I*

Moderator: **John Coronado**, Senior Commercial Officer – U.S. Embassy Panama

#### Speakers:

1] **Paulo De León**, Owner - Central American Business Intelligence (CABI)

*Overview of the Central America Economy's Present and Future*

2] **Hugo Maúl**, President - Centro de Investigaciones Económicas Nacionales (CIEN)  
*Opportunities and Market Enhancement in Guatemala*

**9:40-10:00 AM**                    **Networking Break**

**10:00-11:00 AM**                    **Panel: Regional Market Opportunities - CAFTA - Opportunities and Challenges, Issues and Practical Solutions**  
*Salon Roble I*

Moderator: **Abby Daniell**, Commercial Director - U.S. Embassy San Jose, Costa Rica

Speakers:

1] **Lorena Aceto**, DR-CAFTA Trade Specialist - U.S. Department of Commerce

*CAFTA – Export Opportunities for U.S. Companies*

2] **Mike Allocca**, President - Allocca Enterprises

*Common errors to avoid on determining and declaring CAFTA ie: paperwork, eligibility, effect on duty rates/landed cost*

3] **Michael G. Lewis**, First Secretary for Intellectual Property the Central America Region – USPTO

*IPR Issues in Central America*

**11:00 AM -12:00 PM**                    **Panel: Regional Market Opportunities - Trade Financing**  
*Salon Roble I*

Moderator: **Lilliam A. Baez**, Commercial Specialist - United States Embassy, Managua

Speakers:

1] **Gary Mendell**, President - Meridian Finance Group

*Navigating the Trade Financing tools*

2] **Edgar Bran**, General Manager - Banco Promérica

*Regional Financing/Banking Resources. How Banco Promérica can assist U.S. companies in Central America*

**12:00-12:10 PM**                    **Transition to Lunch**

**12:10-1:30 PM**                    **Lunch - Keynote Luncheon Address**  
*Salon Roble II*

Moderator: **Nicole DeSilvis**, Senior Commercial Officer - U.S. Commercial Service Guatemala

Speaker:

**María Stella R. de Aragón**, Commercialization & Government Market Director, Central America/Caribbean - 3M Guatemala

**1:40-6:00 PM**                    **One-on-One Meetings with Commercial Officers, Heads of Sections, and Business Service Providers**  
*Salon Roble I*

**1:40- 2:40 PM**                    **Case Study #1: Regional Distribution: How to Manage and Maximize the Network**  
*Room Guayacán (Level 3)*

Moderator: **Ana Polanco**, Senior Commercial Specialist, U.S. Embassy Guatemala

Speakers:

1] **Juan Francisco Toruño**, Consolidados 807, President Customs Committee, AmCham and President of BASC, Guatemala  
*Strategizing your Distribution in the Region and Managing Customs Issues*

2] **Anabel Panayotti**, President - Port to Port International Corp.

*Shipping to Central America*

3] **Mike Allocca**, President - Allocca Enterprises

*The Colon free trade zone as entrance into the Central American markets*

2:40-3:40 PM

**Case Study #2: Mitigating Risks: Contracts, Legal Aspects of Doing Business in Central America**

*Room Guayacán (Level 3)*

Moderator: **José Augusto Toledo**, Partner - Arias & Muñoz, Attorneys at Law

Speakers:

- 1] **John M. Huddle**, Esq., CEO & Attorney at Law - The Global Law Group, PLC
- 2] **Juan Pablo Carrasco**, Partner - Central Law

*Legal aspects to consider when doing business. Region Legal System. Export Compliance. Distribution Agreements.*

3:40-4:00 PM

**Networking Break**

4:00-5:00 PM

**Case Study #3: Brand Strategy/Maximizing Business Opportunities through the Internet**  
*Room Guayacán (Level 3)*

Moderator: **Antonio Prieto**, Senior Commercial Specialist, U.S. Embassy Guatemala

Speakers:

- 1] **Justin Seibert**, President - Direct Online Marketing  
*Be found. The power of Search*
- 2] **Wendy Ruiz Cofiño**, COO and **Gustavo Quintana**, Creative Director - Milk'n Cookies  
*Branding and Social Media in Central America*
- 3] **Freddy Arévalo**, Senior Manager, Columbus Networks Guatemala  
*Structure and Connectivity in Central America*

6:00 PM

**Conference Adjournment**

7:30-9:30 PM

**Networking Reception**  
*Salon Roble II*