

WEST MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

LATIN AMERICA: EMERGING TRENDS BUSINESS CONFERENCE

Wednesday, May 6, 2015 | 11:30a - 7:30p

GVSU's L. William Seidman Center
50 Front Avenue SW | Grand Rapids, MI 49504

West Michigan World Trade Week is proud to celebrate 30 years! Join us for a power packed event with exceptional speakers and a variety of panels sure to impress!

For more details and to register visit: WORLDTRADEWEEKMI.ORG



LUNCHEON KEYNOTE SPEAKERS

EMERGING TRENDS

Richard Holwill, Amway Global

Vice President of International Government Affairs

PROTECTING YOUR BUSINESS INTERESTS WHILE TRAVELING IN LATIN AMERICA

Thys DeBruyn, Advanced Risk Consultants
President

BREAKOUT SESSIONS

**Breakout sessions will be repeated to allow attendees to participate in two of the three sessions.*

BEYOND NAFTA, OPPORTUNITIES IN THE MEXICO MARKET

Moderator: *Sonja Johnson*
Executive Director, **GVSU's**
Van Andel Global Trade Center

Panelists:

Comerica, *Joseph Koberl*
Senior Vice President Mexico

Firstronic, LLC, *John Sammut*
President & CEO

HexArmor, *Jon Lime*
Director of International Sales

Plante Moran, *Scott Sneckenberger*
CPA, Consulting Partner

DOING BUSINESS IN BRAZIL

Moderator: *Val Kozikowski*
Managing Director, **PRA Global**

Panelists:

ADAC, *Murphy Callahan*
Executive Director Global Sales
General Motors and FCA

Morbark, Inc., *John Foote*
VP Sales & Marketing

The Complete Companies
Bob Light, Chief Financial Officer

EMERGING MARKETS, FREE TRADE PARTNERS: CHILE, COLOMBIA, PERU

Moderator: *Gayle Jacobs*
Partner, **International Risk Consultants**

Panelists:

Herman Miller, *Daniel J. King*
Vice President Latin America & Caribbean

Intertape Polymer Group
Roy Van Essendelft
Vice President, International Tape Sales

Miller Canfield, *José P. Ceppi*, Of Council

Organized by:



WEST MICHIGAN WORLD TRADE WEEK



WORLDTRADEWEEKMI.ORG

CLOSING SESSION

Consul Juan Manuel Solana Morales
Consulate of Mexico-Detroit

V.I.P. RECEPTION

Featuring Remarks From:

Christine Henisee, 2015 WTW Chair, CEO, Ranir, LLC



*Kendra Kuo, 2015 WTW Committee Chair, Director, U.S. Commercial Service
Grand Rapids Office, U.S. Department of Commerce*

THANK YOU TO OUR 2015 WEST MICHIGAN WORLD TRADE WEEK SPONSORS!

Amway

Aon Risk Services Central, Inc.

Aquinas College

BDO USA, LLP

BISSELL Inc.

Bulman Products

Byrne Electrical Specialists

Cascade Engineering

CHASE

Comerica Bank

Davenport University

Foster Swift Collins & Smith PC

Grand Valley State University

International Risk Consultants

JSJ Corporation

Kent-Ottawa -Muskegon
Foreign-Trade Zone

Lacks Enterprises

Landscape Forms, Inc.

Languages International

Linguistic Arete LLC

LR International

Meijer

MiBiz

Michigan District Export Council - West

Michigan Economic
Development Corporation

Michigan State University CIBER

Miller Canfield

PADNOS

Plante Moran

PRA Global

Ranir, LLC

SoundOff Signal

Supply Chain Solutions

The Right Place

U.S. Commercial Service

UPS - United Parcel Service

Van Andel Global Trade Center

West Michigan World Trade Association

World Affairs Council