

Snacks Provided By

**U.S. Agricultural Export Development Council  
FY 2016 Attaché Seminar  
The Westin Arlington Gateway  
Arlington, VA**



**WEDNESDAY July 13, 2016**


<b>Time</b>	<b>Site</b>	<b>Topic</b>	<b>Speaker</b>
12:00 pm	Ballroom Foyer	Conference Registration	
1:00 pm – 3:00 pm	Hemingway Salon 2	Strategic Communications Meeting	USAEDC Executive Committee and invited FAS participants
1:00 pm – 5:30 pm	F. Scott Fitzgerald Ballroom	Attaché Consultations	Pre-Arranged, scheduled appointments
3:30 pm – 5:30 pm	Hemingway Salon 2	Executive Committee Meeting	USAEDC Executive Committee

**THURSDAY July 14, 2016**

7:30 am	Ballroom Foyer	Conference Registration	
7:30 am – 8:45 am	Ballroom Foyer	<b>Continental Breakfast</b>	
7:45 am – 8:45 am	Hemingway Salon	Board of Directors Breakfast Meeting	<b>All USAEDC Board Members should be present</b>
8:45 am – 12:15 pm	<b>General Session I</b>		
9:05 am – 9:15 am	F. Scott Fitzgerald Ballroom	<b>Welcome/Introductory Remarks</b>	STEPHANIE GRUNENFELDER, <b>USAEDC CHAIR</b>
9:15 am - 9:25 am	F. Scott Fitzgerald Ballroom	<b>Sponsor Introductions</b>	EUROMONITOR INTERNATIONAL ROSE RESEARCH
9:25 am – 9:45 am	F. Scott Fitzgerald Ballroom	<b>FAS on the Move</b>	PHIL KARSTING, <b>FAS Administrator</b>

9:45 am – 10:30 am	F. Scott Fitzgerald Ballroom	<b>Trade Agenda</b>	JASON HAFEMEISTER, <i>Acting Associate Administrator, FAS</i>
10:30 am – 11:00 am	Ballroom Foyer	<b>Coffee Break</b>	
11:00 am – 11:20 am	F. Scott Fitzgerald Ballroom	<b>Remarks</b>	MICHAEL T. SCUSE, <i>Deputy Secretary, U.S. Department of Agriculture</i>
11:20 am – 12:20 pm	F. Scott Fitzgerald Ballroom	<b>Results of the Cost-Benefit Study</b>  <b>Moderator: MARY PONOMARENKO, Senior Director, Office of Trade Programs, FAS</b>	JOSEPH SOMERS, <i>Vice President, Informa Economics</i> GARY WILLIAMS, PhD, <i>Professor of Agricultural Economics and Co-Director of the Agribusiness, Food, and Consumer Economics Research Center (AFCERC), Texas A &amp; M University</i>
12:20 pm – 1:45 pm	<p style="text-align: center;"><b>Sponsored by</b></p> 		<p style="text-align: center;"><b>Round-Robin Luncheon</b></p> <p style="text-align: center;">OFSO Attachés will be assigned to a table in the rooms listed below. Please refer to the <b>GREEN</b> insert from your packet for specific table assignments.</p> <p style="text-align: center;"><b>There are 2 buffets in the Ballroom Foyer, 1 buffet in the Hemingway Foyer, and 1 buffet in the Restaurant</b></p> <p style="text-align: center;"> <b>North Asia - Ballroom Foyer</b>  <b>South Asia - Ballroom Foyer</b>  <b>Western Hemisphere - Hemingway Salon</b>  <b>Europe - Hemingway Salon</b>  <b>Africa/Middle East - Private Dining Room, Restaurant 1<sup>st</sup> Floor</b> </p> <p style="text-align: center;"><b>Please secure your seat first and then proceed to the buffet lines</b>  <b>Priority, please, to the Attachés in the buffet lines</b></p>

1:45 pm – 2:45 pm	<b>General Session II</b>		
1:45 pm – 2:45 pm	F. Scott Fitzgerald Ballroom	<p><b>FAS Regional Workshops: Your Key to a Stronger Partnership</b></p> <p><b>Moderator:</b> CLAY HAMILTON, <i>Counselor, Brasilia, Brazil - OAA</i></p>	<p>CHANDA BERK, <i>Director, São Paulo, Brazil – ATO</i>  ERICH KUSS, <i>Director, Mexico City, Mexico –ATO</i>  KELLY STANGE, <i>Counselor, Berlin, Germany - OAA</i>  JULIE ADAMS, <i>Vice President, Global Technical, Regulatory &amp; Government Affairs, Almond Board of California</i></p>
2:45 pm – 3:15 pm	Ballroom Foyer	<b>Coffee Break</b>	
3:15 pm – 4:15 pm	<b>Concurrent Breakouts I</b>		
Session I	Fitzgerald AB	<p><b>EMP: Policies and Processes – An Explanation</b></p>	<p>MARK SLUPEK, <i>Acting Deputy Administrator, FAS/OTP</i>  CURT ALT, <i>Director, Program Operations Division, FAS/OTP</i></p>
Session II	Fitzgerald C	<p><b>Complicated Partners: Opening New Markets- Iran, Burma, Cuba</b></p> <p><b>Moderator:</b> JAMIE HAIG, <i>Africa/Middle East Team Leader, OCRA</i></p>	<p>QUINTIN GRAY, <i>Counselor, Dubai, United Arab Emirates – OAA</i>  REY SANTELLA, <i>Attaché, Rangoon, Burma – OAA</i>  ZHULIETA WILLBRAND, <i>Cuba/South America Team Leader – OCRA</i>  JEFFREY BRAUNGER (<i>CUBA</i>), <i>Chief/ Licensing Department, Office of Foreign Asset Control/Treasury</i>  ANTONIO CABRAL (<i>IRAN</i>), <i>Sanctions Licensing Officer, Office of Foreign Asset Control/Treasury</i>  SETH BRIDGES (<i>BURMA</i>), <i>Sanctions Licensing Officer, Office of Foreign Asset Control/Treasury</i>  TRACY PATTS, <i>Export Policy Analyst/Foreign Policy Division, Office of Nonproliferation and Treaty Compliance/Commerce</i></p>
Session III	Fitzgerald DE	<p><b>Geographical Indications' Impact on Common Food Names: Banding Together to Combat Threats in the U.S. and Global Markets</b></p> <p><b>Moderator:</b> JAIME CASTANEDA, <i>Executive Director, Consortium for Common Food Names</i></p>	<p>EMEL LYONS, <i>Director, Bilateral Agreements and Enforcement Division, OASA</i>  KATHERINE BEDARD, <i>International Trade Policy Manager, Wine Institute</i>  MICHAEL SCHUMPP, <i>Senior Manager, Public Affairs/Member Communications, North American Meat Institute</i>  SHAWNA MORRIS, <i>Senior Director, Consortium for Common Food Names</i></p>

4:15 pm – 4:30 pm	<b>Break</b>		
4:30 pm – 5:30 pm	<b>Concurrent Breakouts II</b>		
<b>Session I</b>	Fitzgerald AB	<b>Facility Guarantee Program</b>	MARK ROWSE, <i>Director, Credit Programs Division/OTP</i> AMY SLUSHER, <i>Deputy Director, Credit Programs Division/OTP</i>
<b>Session II</b>	Fitzgerald C	<b>Brazil: Export Market and Competitor</b>  <b>Moderator:</b> CLAY HAMILTON, <i>Counselor, Brasilia, Brazil - OAA</i>	CHANDA BERK, <i>Director, São Paulo, Brazil – ATO</i> DALTON HENRY, <i>Director of Policy, U.S. Wheat Associates</i> JEFF CORREA, <i>Director of International Marketing, Pear Bureau Northwest</i>
<b>Session III</b>	Fitzgerald DE	<b>Export Development to Emerging Market Sectors: Models for Commercial Trade with Fragile and Developing Markets</b>  <b>Moderator:</b> BRIAN GUSE, <i>Assistant Deputy Administrator, Office of Capacity Building &amp; Development/FAS</i>	LONA POWELL, <i>Branch Chief, Grant Programs Branch/OTP</i> SEAN COX, <i>Attaché, Guatemala City, Guatemala - OAA</i> SARAH MORAN, <i>Director, International Promotion, USA Rice Federation</i> JOSH NEIDERMAN, <i>Regional Director-Africa, American Soybean Association-World Initiative for Soy in Human Health</i>
5:30 pm – 7:00 pm	Ballroom Foyer	<b>RECEPTION</b> <b>Sponsored by</b>  <b>EUROMONITOR INTERNATIONAL</b>	
<b>FRIDAY July 15, 2016</b>			
8:30 am – 9:30 am	Fitzgerald B	MAP & FMD Coalitions Meeting	Invited members of the two coalitions <i>(this is a Members Only meeting)</i>