

**U.S. Agricultural Export Development Council**  
**FY 2016 Attaché Seminar**  
*Thursday, JULY 14, 2016*  
**The Westin Arlington Gateway**  
**Arlington, VA**

**DRAFT 11**

**Not for Distribution**

<b>7:30 a.m.</b>	<b>Registration</b>
7:45 a.m. - 8:45 a.m.	Board of Directors Meeting/Continental Breakfast General Attendance Continental Breakfast
8:45 a.m. – 12:20 p.m.	<b>General Session I</b>
9:05 a.m. - 9:15 a.m.	Welcome: Stephanie Grunenfelder, <b>USAEDC CHAIR</b>
9:15 a.m. - 9:25 a.m.	Sponsor Introductions
9:25 a.m. - 9:45 a.m.	PHIL KARSTING, <i>Administrator, Foreign Agricultural Service</i>
9:45 am - 10:30 am	<i>“Trade Agenda”</i> JASON HAFEMEISTER, <i>Acting Associate Administrator, FAS</i>
10:30 a.m. – 11:00 a.m.	<b>COFFEE BREAK</b>
11:00 a.m. – 11:20 a.m.	Keynote Address: MICHAEL T. SCUSE, <i>Deputy Secretary, U.S. Department of Agriculture</i>
11:20 a.m. – 12:20 p.m.	<i>“Results of the Cost-Benefit Study”</i> 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 p.m. - 1:45 p.m.	Regional Break-Out Luncheon  This luncheon will be broken into the following segments so that cooperators wishing to meet with attachés at lunch may easily find them.  Room XXX -North Asia Room XXX - South Asia Room XXX - Western Hemisphere Room XXX - Europe Room XXX - Africa/Middle East

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	Unassigned tables are not numbered and are provided for additional seating in each room.
	<b>General Session II</b>
1:45 p.m. - 2:45 p.m.	<p><i>“FAS Regional Workshops: Your Key to a Stronger Partnership”</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, Almond Board of California</i>  <b>Moderator:</b> CLAY HAMILTON, <i>Counselor, Brasilia, Brazil - OAA</i></p>
2:45 p.m. - 3:15 p.m.	<b>COFFEE BREAK</b>
3:15 p.m. – 5:30 p.m.	<b>Concurrent Break-Out Sessions</b>
3:15 p.m. – 4:15 p.m.	<p><i>“EMP: Policies and Processes – An Explanation”</i></p> <p>MARK SLUPEK, <i>Acting Deputy Administrator, FAS/OTP</i>  CURT ALT, <i>Director, Program Operations Division, FAS/OTP</i></p>
	<p><i>“Complicated Partners: Opening New Markets- Iran, Burma, Cuba”</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>), xxxxxxxx, <b>Office of Foreign Asset Control/Treasury</b>  SETH BRIDGE (<i>BURMA</i>), xxxxxxxxxx, <b>Office of Foreign Asset Control/Treasury</b>  TRACY PATTS, <i>Export Policy Analyst/Foreign Policy Division, Office of Nonproliferation and Treaty Compliance/Commerce.</i>  <b>Moderator:</b> JAMIE HAIG, <i>Africa/Middle East Team Leader, OCRA</i></p>
	<p><i>“Geographical Indications’ Impact on Common Food Names: Banding Together to Combat Threats in the U.S. and Global Markets”</i></p> <p>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>  <b>Moderator:</b> JAIME CASTANEDA, <i>Executive Director, Consortium for Common Food Names</i></p>
4:15 p.m. - 4:30 p.m.	<b>COFFEE BREAK</b>
4:30 p.m. – 5:30 p.m.	<p><i>“Facility Guarantee Program”</i></p> <p>MARK ROWSE, <i>Director, Credit Programs Division/OTP</i>  AMY SLUSHER, <i>Deputy Director, Credit Programs Division/OTP</i></p>
	<p><i>“Brazil: Export Market and Competitor”</i></p> <p>CLAY HAMILTON, <i>Counselor, Brasilia, Brazil - OAA</i>  CHANDA BERK, <i>Director, São Paulo, Brazil – ATO</i></p>

	<p>DALTON HENRY, <i>Director of Policy</i>, <b>U.S. Wheat Associates</b>          JEFF CORREA, <i>Director of International Marketing</i>, <b>Pear Bureau Northwest</b>  <b>Moderator:</b>  <i>“Export Development to Emerging Market Sectors: Models for Commercial Trade with Fragile and Developing Markets”</i>          LONA POWELL, <i>Branch Chief</i>, <b>Grant Programs Branch/OTP</b>          SEAN COX, <i>Attaché</i>, <b>Guatemala City, Guatemala - OAA</b>          SARAH MORAN, <i>Director, International Promotion</i>, <b>USA Rice Federation</b>          JOSH NEIDERMAN, <i>Regional Director-Africa</i>, <b>American Soybean Association-World Initiative for Soy in Human Health</b>  <b>Moderator:</b> JOCELYN BROWN, <i>Deputy Administrator</i>, <b>Office of Capacity Building &amp; Development/FAS</b></p>
5:30 p.m. - 7:00 p.m.	<b>GALA RECEPTION:</b>