

Trade Horizons
Chicago: America's Trade Hub
September 24th 2015
Intercontinental Magnificent Mile, Chicago, Illinois

Programme & Speakers

8.00 **Registration and breakfast**

8.45 **Welcome and introductory remarks**

- Mike Jakeman, Global analyst, The Economist Intelligence Unit
- Charles Strain, Vice-president, marketing, UPS

8.55 **Global economic insights from the Economist Intelligence Unit**

The global economy is expanding rapidly with consumers, business customers and suppliers interacting in increasingly sophisticated ways. To leverage that growth, it's important to understand global economic and business drivers, political changes and macro conditions in key export markets, shifting consumer power, the nature of import and export flows, political changes and macro conditions in key export markets, and regional risk factors. This analysis serves as a backdrop that will help US companies understand the opportunities for increased cross-border growth.

- Mike Jakeman, Global analyst, The Economist Intelligence Unit

9.05 **Chicago: A Global Export City**

The Chicago area is the nation's sixth largest export market with the value of goods and services shipped abroad increasing at an annual rate of more than 10% in the latest year for which government data are available. Nine out of 10 exporters are in the SMB space, and half the area's growth has been fuelled by the 21-year-old North America Free Trade Agreement (NAFTA.) But to navigate export opportunities and risks businesses must understand evolving global business drivers, international consumer behaviours, issues relating to a strengthening dollar and important new free trade agreements currently being negotiated with Pacific countries, Europe and China. What's the best way to market your business given the continuing push to lower trade barriers? And how, precisely, does Chicago's robust infrastructure help exporters?

- Antwaun Griffin, Deputy assistant secretary for US operations, International Trade Administration, US Department of Commerce
- Thomas Hulseman, Founding managing director, Metro Chicago Exports
- Laura Lane, President, global public affairs, UPS

- Phil Levy, Senior fellow, global economy, Chicago Council on Foreign Affairs
- **Moderator:** Mike Jakeman, Global analyst, The Economist Intelligence Unit

9.45 **Practical Advice from Successful Exporters**

According to the Illinois Business Roundtable, exports in recent years have grown more than three times faster than the state's gross domestic product. More than 1 in 5 jobs in the Chicago area depend on exports or imports. Trade outside US borders benefits many industries, including machinery, transportation equipment, chemicals, computers, electronic parts and petroleum and coal products.

This interactive discussion with leaders from different industries and sectors serves as a guidepost to any area company looking to expand – or start – their export efforts. From both a B2C and B2B perspective, each will chronicle missteps and successes – and what their experiences mean for your business's growth. They'll discuss customs rules, taxes, foreign exchange, cultural sensitivities, logistics, where to get help, intellectual property protection, trends in international markets and more.

- Steve Greenspon, Chief executive, Honey-Can-Do International
- Jeff Labelle, Chief operating officer and co-founder, Gramovox
- Dave Speck, Director international administration and operations, Bunn-O-Matic
- **Moderator:** Mike Jakeman, Global analyst, The Economist Intelligence Unit

10.25 **Chairman's concluding remarks**

- Mike Jakeman, Global analyst, The Economist Intelligence Unit

10.30 **Coffee and networking**

11.00 **Conclusion of event**