

Trade Horizons
Connecting Miami Business to Latin America – and the World
October 1st 2015
Four Seasons Hotel, Miami, Florida

Programme & Speakers

8.30 **Registration and breakfast**

9.15 **Welcome and introductory remarks**

- Joseph Lake, Global economist, The Economist Intelligence Unit
- David Ruiz, President, UPS Florida

9.20 **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.

- Joseph Lake, Global economist, The Economist Intelligence Unit

9.30 **Miami: A growing hub**

Miami and the state of Florida have long been the regional hub for Latin America. Now the state and federal governments are pushing hard to promote area exports – which tallied \$153 billion in 2013 – to Europe and Asia. There are 61,000 exporting companies in the region, the majority of which are in the medium and small business sector. And Florida's air and shipping infrastructure continue to improve. The opportunities for growth through foreign trade have never been greater. To navigate export opportunities and risks, businesses must understand both Latin American and global business drivers, international consumer behaviours, issues relating to a strengthening dollar, and important new free trade agreements currently being negotiated with Pacific countries (Trans Pacific Partnership), Europe (Transatlantic Trade and Investment Partnership) and

China. What's the best way to market your business given the continuing push to lower trade barriers? Where will Cuba fit into the picture?

- Romain Seguin, President, Americas region, UPS
- Eduardo Torres, Director, US Export Assistance Center, US Department of Commerce
- Tony Villamil, Founder and principal, The Washington Economics Group
- **Moderator:** Joseph Lake, Global economist, The Economist Intelligence Unit

10.15 **Practical Advice from Successful Exporters**

The Florida export market continues to diversify. Miami and the region export aviation and aerospace equipment, electronic components, cell phones, and life sciences products such as pharmaceuticals, instrumentation and medicines. But other sectors are growing rapidly – from flowers and agricultural products to consumer product goods.

This interactive discussion with leaders from different industries and sectors will serve 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 the markets to which they sell, and more.

- Andreas Bauer, Director of logistics, GA Telesis
- Diego Rovito, Vice-president, Eberjey
- Christopher Veck, Chief information officer, Miansi
- **Moderator:** Joseph Lake, Global economist, The Economist Intelligence Unit

10.55 **Chairman's concluding remarks**

11.00 **Networking and coffee**

11.30 **Conclusion of event**