



Brandeis International Business School
 Perlmutter Institute for Global Business Leadership

Global Trade Summit 2011

Expanding Exports and Building International Partnerships

The premier Massachusetts event for understanding and succeeding in global markets

Tuesday, April 5, 2011
11:00 am - 6:15 pm
Brandeis University

- **Keynote: James Taiclet, CEO and Chairman of the Board, American Tower**
- **Eight sessions with more than 30 expert speakers**

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Global Trade Summit 2011

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This one-day conference will include practical sessions on trends in international trade, the state of particular markets, and successful international business strategies.

Opening Plenary

International Opportunities for Massachusetts Businesses

- Antonio Gomes de Menezes, President and CEO, SATA Airlines
- Tarun Khanna, Jorge Paulo Lemann Professor, Harvard Business School and co-author, *Winning in Emerging Markets*
- Moderator: Julie Donnelly, *Boston Business Journal*

Luncheon Keynote

- James Taiclet, CEO and Chairman of the Board, American Tower

Breakout Sessions

- Building and Managing Global Trade Operations
- Doing Business with Asia: Opportunities in Korea and the ASEAN Region
- Doing Business with Europe: Opportunities in Germany and the United Kingdom
- Doing Business with South America
- Export Financing 101
- Working with Foreign Investors, Partners, and Suppliers

Speakers

John Ballantine, Brandeis International Business School

Jim Bender, Sovereign Bank

David Brewster, EnerNOC

Fábio Lacerda Carneiro, Central Bank of Brazil

Ted Carr, Massachusetts Office of International Trade and Investment

Chul Chung, Korea

International Trade Association

Judith Dean, Brandeis

International Business School

Rob Dietel, British Consulate General of Boston

Julie Donnelly, Boston Business Journal

Abe Donner, New Balance Athletic Shoe

Bruce Drossman, Export-Import Bank of the United States

Claus Habermeier, Germany Trade and Invest

Carl Johnson, Gloucester Engineering Inc.

John Joyce, US Export Assistance Center

Tarun Khanna, Harvard Business School

Warren Leon, Clean Energy States Alliance

Wei Lu, Cybernaut Capital Management Ltd

Bodo Liesenfeld, Liesenfeld International GmbH

Bruce R. Magid, Brandeis International Business School

Antonio Gomes de Menezes, SATA Airlines

Uli Mittermaier, Brainloop

Joseph W. Mooney, TD Bank, N.A.

Paula Murphy, Massachusetts Export Center

Armen Ovanessoff, Accenture Institute for High Performance

James Paul, US Commercial Service

Derek Perkins, Perkins Associates

Patty Sasso, Doble Engineering Company

Erich Schumann, Global Atlantic Partners LLC

Rashid Shaikh, Nypro

James Taiclet, American Tower

Carolina Vallucci, Genzyme Corporation

Susan Windham-Bannister, Massachusetts Life Sciences Center

Early-registration rates available through March 21, 2011

Register at www.brandeis.edu/global/tradesummit