

MID-AMERICA TRADE SUMMIT

Tuesday, November 2, 2021 – 4:00-5:30 P.M. (CST)

4:00 P.M. Recognition of 2020 Outstanding Exporter Honorees

4:45 P.M. Virtual Networking Opportunity with Honorees, Event Sponsors & Partners

Wednesday, November 3, 2021 – 9:00-11:30 A.M. & 1:30-4:30 P.M. (CST)

8:45 A.M. Zoom Platform Open – Coffee & Networking Opportunity for Registrants

9:00 A.M. Welcome & Opening Remarks

9:15 A.M. **The International Trade Playbook**



Presenters: Parth Bhatt, Director – pnb@bhattinternational.com

Darpan Bhatt, Director - dnb@bhattinternational.com

Bhatt International (Missouri) - <http://www.bhattinternational.com/>

Session Description: Igniting exports sales can be done in more ways than ever. This presentation will cover the business analysis one can do to guide decision-making and help shape the international sales strategy playbook for your company. From the analysis of individual export opportunities, to decisions made to establish a physical presence abroad, explore what analysis is needed and what resources are available to support the commercial, logistical and risk management decisions you face, and guide evaluation of post-decision process flow.

Company Description: Started in 1986, Bhatt International, Inc. is a trader and processor of recycled scrap metals, with the vast majority of its business focused on international trade. Currently Bhatt ships to nearly 150 customers in 16 countries. Bhatt deals in about seven different major nonferrous base metal as well as a few minor metals as well. The company is based in Kansas City, with an overseas office in India.

Export Awards/Recognition: Bhatt International appears on the 2021 Inc. 5000 list of Fastest Growing Private Companies in America. They were nominated by Kansas City World Trade Center to be a 2021 Mid America Trade Summit Outstanding Exporter Honoree.

MID-AMERICA TRADE SUMMIT

10:00 A.M. The COVID Pivot



Presenter: John Turner, Vice President of International Operations - JD.Turner@LE-Inc.com
Lubrication Engineers, Inc (Kansas) - <https://www.l Lubricants.com/>

Session Description: A businesses ability to monitor the environment and adapt it operations is core to its long-term sustainability and success. Increasingly, flexibility and a willingness to try new things are key ingredients supporting that success. Attend this session to learn how COVID has impacted and continues to shape the business strategy of one Kansas manufacturer. Explore the adjustments made and new strategies being deployed in the face of on-going supply chain and logistics challenges and travel restrictions. Gain insight into results to date – what’s worked, what hasn’t and plans being made moving forward.

Company Description: Lubrication Engineers, Inc. (LE) is a manufacturer of premium lubricants and reliability solutions which allow customers consistently achieve optimal performance from their most critical equipment. Headquartered in Wichita, KS, LE serves customers through a network of highly trained distributors in over 60 markets globally with a focus on Australia, South Africa, Chile, Scandinavia, Germany, UK, APAC & China

Export Awards/Recognition: Lubrication Engineers, Inc. was nominated as a 2021 Mid-America Trade Summit Outstanding Exporter Honoree by Kansas Global Trade Services.

MID-AMERICA TRADE SUMMIT

10:45 A.M. Keynote: The Perfect Equation: Problem + Innovation = Worldwide Sales



Presenter: Dr. Wei-Shin Lai, MD, CEO - weishin@acousticsheep.com
AcousticSheep LLC (Pennsylvania) - <https://www.acousticsheep.com/>

Session Description: As late as 2007, no one in the world had invented headphones for sleeping. Learn how need sparked innovation, and hear the story of how Dr. Wei-Shin Lai and Jason Wolfe developed the softest, more comfortable headphones you can wear to bed. Gain insights into how they grew their business, quit their day jobs, and now export a good night's sleep to millions of customers worldwide.

About Dr. Lai and AcousticSheep: As a family physician, Dr. Lai struggled with getting back to sleep after taking patient phone calls in the middle of the night. She needed to listen to some meditative music to help her relax, but headphones were bulky, and ear buds were uncomfortable. Since there were no headphones specifically designed for sleeping on the market, she invented her own and called them SleepPhones. After successful use of them by her patients, Lai and her husband decided to patent their invention and start a business. They completely sold out in their first year. The business has grown significantly since then and they have won numerous awards such as Entrepreneur of the Year in PA (SBA), Entrepreneur of the Year in Western PA & WV (Ernst & Young), Small Business of the Year with the Consumer Technology Association, and most recently EXIM Bank's Exporter of the Year award for 2020. Additionally, the company has won 8 Consumer Electronics Association Innovation Awards.

11:30 A.M. BREAK

MID-AMERICA TRADE SUMMIT

1:30 P.M. Welcome Back

1:45 P.M. Making the Jump to Exporting: It's Not Just For Widgets



Presenter: Robert Junk, AIA, AHRA, President - rjunk@RAD-Planning.com
RADIOLOGY Planning (Missouri) - <https://www.rad-planning.com/>

Session Description: RAD-Planning will outline its path from a domestic healthcare design firm to an international healthcare services company with offices in Saudi Arabia and the United Arab Emirates. Learn how RAD leveraged the international trade resources from the State of Missouri, US Commercial Service and EXIM Bank to fund its expansion and minimize its risk exposure.

Company Description: RADIOLOGY-Planning, is a global industry leader in Imaging Design services devoted to maximizing the value of complex medical imaging equipment through expert design services. Through careful equipment planning and facility layout, RADIOLOGY-Planning (RAD-Planning) improves technical / operational efficiencies and financial performance of imaging and therapy departments around the globe.

Export Awards/Recognition: RADIOLOGY-Planning was the recipient of the 2015 Missouri State Representatives Award, the Missouri State Senate Award and the Missouri Excellence in Business Award.

MID-AMERICA TRADE SUMMIT

2:30 P.M. People Who Say It Cannot Be Done, Should Get Out of the Way of Those Who Are Doing It



Presenter: Lynn James-Meyer, CEO - lmeyer@biosafetech.com

BioSafe Technologies, Inc. (Texas) - www.biosafetech.com, www.schooltimeproducts.com, www.naturezaproducts.com

Session Description: Join mover and shaker Lynn James – humanitarian and entrepreneur and CEO of BioSafe Technologies, Inc. a Texas-based company focused on creating safe and effective non-toxic insecticide products design to protect people and animals. In business now for 20 years Lynn has ridden the international trade roller-coaster around the track a time or two. Join Lynn as she shares insights gained regarding product pricing, distribution, and intellectual property protection – lessons learned from her global trade journey to date.

Company Description: Lynn James-Meyer, CEO of BioSafe Technologies, Inc founded the company in 2000 as a research and development company. Today, the company focuses on a mix of development and manufacturing activities and exports a line of non-toxic products for prevention and control of headlice infestations. Product is presently sold to two major pharmaceutical companies that receive the formulation in bulk containers and package into their own branded lines of children’s products. Sales are guided by distribution contracts within specific territories.

Export Awards/Recognition: When BioSafe Technologies was introduced to the Global Chamber in 2016, the company’s story was found to be intriguing, and they were awarded Global Exporter of the Year Award from the Dallas chapter that year. The Global Chamber is an international organization for aiding exporters in all aspects of commerce. Lynn served for two years on the advisory council, and in 2017 was awarded three (3) awards from the Stevie International Awards for Women in Business -- a Gold for Entrepreneur of the Year for a business with under 10 employees, a Gold for Maverick of the Year, and a Silver for Lifetime Achievements.

MID-AMERICA TRADE SUMMIT

3:15 P.M. Featured Panel: Global Logistics & Supply Chain Insights and Updates



Panelists: **Bob Imbriani**, CGBP – Exec. Vice President International Services – bob.imbriani@teamww.com
Team Worldwide (Corporate – New York) - <https://www.teamww.com/>

Gabriel Shweiri, CGBP - President - gabriel.shweiri@bgiworldwide.com
BGI Worldwide Logistics Inc. (Corporate – California) - <https://www.bgiworldwide.com/>

Moderator: **Anthony Ross**, CGBP – Associate Dean for Research, Management Department Chair, Professor of Management, and Leggett & Platt Distinguished Professor of Supply Chain Management - anthonyross@missouri.edu
Robert J. Trulaske, Sr. College of Business, University of Missouri - <https://business.missouri.edu/>

Session Description: A company’s supply chain is arguably the lifeblood of its operations. Receiving inputs and shipping out products are core to its day-to-day operations and sustainability. The impact of the COVID pandemic, aligned with local, national and international actions have created unprecedented logistical challenges that business owners and managers today are forced to reconcile. Attend this panel session to secure insights, updates and potential navigation tips from seasoned transportation and logistics professionals.

About the Panelists:

Robert (Bob) Imbriani – Bob has been in the international/domestic transportation and logistics field for over five decades. He has held various senior executive positions with major U.S. Customs brokers/freight forwarders. He is currently Executive Vice President, International for Team Worldwide & President of Team Ocean Services, Team International Trade Services and Team Canada. Mr. Imbriani is a well-known speaker and educator in the areas of trade compliance, contract negotiations, transportation, logistic/supply chain solutions, customs brokerage, trade development and financial services. He is an adjunct professor in these areas at Baruch College and Pace University in New York. He has conducted classes at the U.S. Merchant Marine Academy and The U.S. Naval Academy. He is a Certified Global Business Professional and Trainer by NASBITE International.

Team Worldwide is a full service global logistic provider, with over 45 branch locations in the U.S. and Canada. The company prides itself on meeting and exceeding the needs and expectations of clients, partnering with them to support their future growth. Services offered include international air and ocean freight forwarding, consolidation services, domestic air and surface transportation, warehousing and distribution, order fulfillment, customs brokerage, ocean projects, letters of credit expediting, insurance and bonds, compliance audits, consulting, and training services. The company's advanced computer technology, which includes "Team Trac", provides Internet access to tracking and tracing information, as well as standard and customized management reports.

Gabriel (Gabe) Shweiri – Gabe has over 30 years of experience in international trade a logistics. In addition to his position at BGI, he has been an educator for 20+ years and currently serves as Department Chair and Professor of Global Business & Entrepreneurship at Santa Ana College. He holds the Certified Global Business Professional (CGBP) credential and is a certified CGBP trainer.

BGI is a freight forwarder based in the U.S. that focuses on creating partnerships to pave the way for sustainable business growth. Customer care and the needs of our clients are at the forefront of the company's values. As a non-vessel operating common carrier (NVOCC), and licensed property broker BGI takes the burden of shipping products around the country and the world. BGI's goal is to create a one-stop third-party (3PL) supply chain and logistics resource and set themselves apart from other forwarders by offering a personalized experience and customized worldwide logistics and forwarding services for companies across the nation.

About the Moderator:

Dr. Anthony Ross - Dr. Ross joined the Trulaske College of Business in August 2019 as the Leggett & Platt Distinguished Professor of SCM in the Management Department. In August 2020, he was appointed Chairperson in the Department of Management where he oversees administrative and budgetary leadership for over 30 faculty members. He currently also serves as Associate Dean for Research and Doctoral Programs. Prior to joining the Trulaske College, he led the redesign of large supply chain management curriculum and launched an industry collaboration center (Supply Chain Management Institute) raising over \$3M through industry partnerships at the UW-Milwaukee Lubar School of Business (2010-2019). Before that, he served on the faculties of Eli Broad College of Business at Michigan State University (2000-2010), and the Lowry Mays Business School Texas A&M University-College Station. Professor Ross also held appointments as the Donald Gordon International Fellow, Graduate School of Business, University of Capetown (UCT), South Africa where he was instrumental in launching MBA curriculum in supply chain management. Professor Ross continues to teach in all areas of supply chain management including Global Logistics, Manufacturing and Service Operations Management, Transportation and Logistics Management, Sourcing Strategy, and Decision Modeling (Analytics). Prior to his academic career, he worked in semiconductor manufacturing for nearly seven years. Anthony is active in several academic societies including NASBITE International, the Council of Supply Chain Management Professionals (CSCMP), Decision Sciences Institute, Production and Operations Management Society, Association for Supply Chain Management (ASCM).

4:15 P.M. Closing Remarks

4:30 P.M. Adjourn

Virtual Networking Opportunity with Honorees, Event Sponsors & Partners