

MID-AMERICA TRADE SUMMIT

(Brought to you Virtually via Zoom)

AGENDA

Wednesday, October 2, 2024 - 9:00 a.m.-Noon and 1:30-4:00 p.m.

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| 8:45 a.m. | Informal Networking Opportunity |
| 9:00 a.m. | Welcome and Opening Remarks |
| 9:15-10:00 a.m. | Exporter Panel: Insights Into Export Success
<i>Featured Panel Members to include Mid-America Trade Summit "Outstanding Exporters" company representatives past & present.</i> |
| 10:00-10:45 a.m. | Incorporating AI to Enhance Your Global Business Operations
<i>Moderator: Scott Christianson, Director Center for Entrepreneurship & Innovation, Trulaske College of Business</i>
<i>Panel Members:</i> <ul style="list-style-type: none">• Craig Turner, CEO – Momentum AI• Zach Gardner, Chief Architect – Keyhole Software• Chris Kovac, Founder & CEO – kovac.ai |
| 10:45-11:00 a.m. | Trade Resource Highlights |
| 11:00 a.m.-Noon | Keynote Presentation: Future Trends in Global E-Commerce
<i>Presenter: Josh Halpern, Getting to Global</i> |
| Noon-1:30 p.m. | Lunch Break |
| 1:15-1:30 p.m. | Informal Networking Opportunity |
| 1:30-2:00 p.m. | Recognition of 2024 Outstanding Exporters |
| 2:00-2:45 p.m. | Considerations for Building Your Cross Border E-Commerce Sales
<i>Presenter/Moderator: Josh Halpern, Getting to Global</i> |
| 2:45-3:45 p.m. | Exporter Panel: Tips to Navigating a Dynamic Global Trade Environment
<i>Featured Panel Members to include Mid-America Trade Summit "Outstanding Exporters" company representatives past & present.</i> |
| 3:45-4:00 p.m. | Thanks & Closing Remarks |