

# MID-AMERICA TRADE SUMMIT

## AGENDA

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

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** - Gain insight into the export stories, best practices and lessons learned of a diverse mix of small businesses that have successfully expanded their sales internationally. Hear what resources they have leverage to support their export journey's to date, and what in hindsight they might do differently given the value of the experience and knowledge they have in hand now.

**Moderator:** *Mike Strobe, President – Marsh Shipping Supply Company (IL)*

**Panel Members:**

- *Matt Jones, CEO – Crease Beast (KS)*
- *Mike Tomlinson, Revenue Strategist, Scinomix (MO)*

10:00-10:45 a.m. **AI for Global Business Operations** - There is a lot of buzz about Generative AI and its potential applications in business and society today. Figuring out how this technology can be productively applied can be tricky. Join our panel of practitioners as they share lessons learned and examples of businesses leveraging AI to inform their decisions and guide operational efficiencies. Attendees will gain insight into the current and future challenges and opportunities for this technology.

**Moderator:** *Scott Christianson, Director Center for Entrepreneurship & Innovation, Trulaske College of Business*

**Panel Members:**

- *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** - As the global trade environment continues to evolve with the acceleration of digital direct-to-consumer services and AI-empowered tools, cross-border e-commerce is becoming a central part of many companies' strategic global expansion plan. Join Josh Halpern, leading market-entry, and cross-border e-commerce consultant, as he explores ten ways that cross-border e-commerce will change in the next 5-years. The statistics and potential global business & consumer impacts are quite staggering. You cannot afford to miss this session!

**Moderator:** *Krista Hinrichs, Program Manager – International Trade Center, Trulaske College of Business*

**Presenter:** *Josh Halpern, Founder & Chairperson - Getting to Global*

# MID-AMERICA TRADE SUMMIT

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. **The Nuts & Bolts of Cross Border E-Commerce** - Join us for this "Ask Me Anything" session addressing the key cross-border e-commerce considerations companies need to make when looking to succeed in the global online arena. From payment systems and duties to tax compliance, channel optimization, and managing channel conflict, we will provide an overview of the essential aspect for cross-border online sales. Following the presentation, Josh Halpern will lead an interactive Q&A, featuring industry experts, to tackle your company-specific challenges. Bring your questions, and let's dive in to equip your business for cross-border success!

**Moderator:** Josh Halpern, Founder & Chairman - Getting to Global

**Panel Members:** Preeti Kashyap, Senior Director – Product Management, Passport

2:45-3:45 p.m. **Exporter Panel: Tips to Navigating a Dynamic Global Trade Environment** - Opportunities are more abundant today than ever before to sell goods and services across the globe, and businesses both big and small continue to boost their bottom line and build their competitiveness by selling to world markets. However, with increasing geo-political tensions between countries, uncertain trade policy, sourcing and shipping issues and an increasing frequency of weather-related events, businesses engaging in international business must be increasingly astute and agile. Join us for this session to hear from a panel of successful exporter as they share their insights, experiences, and suggested tips for future success.

**Moderator:** Jackie Rasmussen, Director – International Trade Center, Trulaske College of Business

**Panel Members:**

- Chuck Mills, President – Mill Machine Company (OK)
- Parth Bhatt, Director – Bhatt International (MO)
- Mark Hoppenjans, VP of Sales & Sustainability – SEV-REND (IL)

3:45-4:00 p.m. **Thanks & Closing Remarks**