



**International Trade Summit 2014**  
**Rio All-Suites Hotel and Casino**  
**3700 W. Flamingo Road, Las Vegas, Nevada 89103**

**Sunday, November 16, 2014**

5:00-7:00 PM

Evening Reception

*Nevada Governor's Office of Economic Development (GOED)*  
*Mr. Kris Sanchez, Director of International Trade*

*Korean American Chamber of Commerce, Las Vegas*  
*Ms. Jeannie Kim, President*

*Nevada State Assembly*  
*(Honorary Consul General Korea)*  
*Assemblyman Pat Hickey*

*Small Business Administration*  
*Mr. Robert Holguin, Nevada District Director*

**Monday, November 17, 2014**

**Accessing International Markets**

9:30 AM

Registration

10:00-10:05 AM

Event Introduction

*GOED*

*Mr. Kris Sanchez, Director of International Trade*

10:05-10:10 AM

Summit Opening

*Ms. Jeannie Kim, Korean American Chamber of Commerce, Las Vegas*

10:10-10:15 AM

Introductions

*GOED*

*Mr. Steve Hill, Executive Director*

10:15-10:25 AM

Opening Remarks

*State of Nevada*

*Governor Brian Sandoval*

10:25-10:40 AM

Keynote Speaker

*U.S. Department of Commerce, International Trade Administration*

*Mr. Antwaun Griffin, Deputy Assistant Secretary for U.S. Operations*



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- 10:40-10:50 AM      Guest Speaker  
*Ministry of Economy, Poland*  
*Ms. Grazyna Henclewska, Undersecretary of State*
- 10:50-11:00 AM      Guest Speaker  
*Economy & Investment Office Gyeonggi Province, Korea*  
*Asst. Governor Mr. Choi Hyun-Deok*
- 11:00-12:00 PM      Special Presentation by the Las Vegas Global Economic Alliance
- 12:00 – 1:00 PM      Lunch  
Opening Remarks  
*Ms. Donna Davis*  
*Regional Administrator, Small Business Administration*
- Guest Speaker  
*Mr. Frederic Z. Samelian, PMP, MCI Arb*  
*President, Construction Claims Group, Hill International*
- 1:05 – 3:00 PM      Panel Discussion (Domestic): Trade and Finance
- Topic: a case studies of a Nevada business using key partners to successfully expand into a new export market; an introduction to new and existing export tools and services.**
- Moderator: Robert Holquin, Nevada District Director, Small Business Administration*
- (1) *Mr. Richard Swanson, Director, Pacific South Network, U.S. Commercial Service, U.S. Department of Commerce*
- (2) *Mr. Roy Brady, Lender Relationship Specialist, Small Business Administration*
- (3) *Mr. Kishan Bulusu, Founder & CEO, Trealth, Inc. Digital Currency Platform for Global Trade*
- (4) *Mr. Robert Saikali, Vice President International Sales and Advisory Group, City National Bank*
- (5) *Mr. Sean Mulvaney, Director, Ex-Im Bank*
- 3:00 – 4:00 PM      Networking Opportunity  
*Sponsored by ProMexico*

**Tuesday, November 18, 2014**

**Understanding Global Market Trends**



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- 9:15-9:30 AM      Expanding Nevada's Global Presence  
*GOED*  
*Mr. Kris Sanchez, Director of International Trade*
- 9:30-9:45 AM      The Importance of Thinking Globally, a Municipality Perspective  
  
*Mayor Carolyn Goodman, City of Las Vegas, Nevada*
- 9:45-11:00 AM      Panel Discussion (International): North America & South America  
  
**Topic: an insider discussion in key market trends, regulatory processes and trade opportunities with top trade partners.**  
  
*Moderator: Mr. Kris Sanchez, Director of International Trade, GOED*  
  
*(1) Consulate General of Canada in Los Angeles, Consul General James Villeneuve*  
*(2) Consulate General of Mexico in Las Vegas, Consul General Julian Adem*  
*(3) Consulate General of Brazil, Los Angeles, Consul General Bruno Bath*  
*(4) ProMexico, Mr. Juan Carlos Brieno Merino, Trade and Investment Commissioner*
- 11:00-11:30 AM      Open Discussion
- 11:30-12:30 PM      Lunch  
Guest Speaker  
*Mr. Fred Keeton*  
*Chief Diversity Officer, V.P. of Finance and External Affairs, Caesars Entertainment*
- 12:30 – 1:40 PM      Panel Discussion (International): Transatlantic Trade and Investment Partnership  
  
**Topic: understanding how a national trade policy can benefit Nevada companies.**  
  
*Moderator: Mr. Kris Sanchez, Director of International Trade, GOED*  
  
*(1) Embassy of the Republic of Poland, Minister Counselor, Dr. Pawel Pietrasienski*  
*(2) Consulate General of Ireland, San Francisco, Deputy Consul General Kevin Byrne*  
*(3) Consulate General of United Kingdom, Los Angeles, Deputy Consul General Bernadette Greene*



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*(4) Consulate General of Finland in Los Angeles, Consul General Juha P. Markkanen*

1:45 – 2:10 PM

Speaking Engagement:  
*Consulate General of Israel in Los Angeles*  
*Consul General David Siegel*

2:10 – 3:00 PM

Speaking Engagement (International): Asia

*(1) Mr. Jack Perkowski, Founder and Managing Partner, JFP Holdings*  
*(2) Mr. Phil Eskeland, Executive Director, Korean Economic Institute of America*

3:00 – 4:00 PM

Networking Opportunity

6:00 PM

Gala Dinner  
Awards  
\$ 5000.00 Round Trip ticket giveaway to S. Korea by Delta Air Line

Guest Speaker(s)

*(1) Executive Officer, Las Vegas Sands Corporation*  
*(2) Mr. Patrick Moers, Chief of Police, City of Henderson*