

U.S. Agricultural Export Development Council

FY2007 Attaché Seminar

Tuesday, JULY 24, 2007

Sheraton National Hotel

Arlington, VA

WORKING DOCUMENT (7/6/07)

Agenda

Time	Event	Speaker	Room
7:30 am	Registration Opens	N/A	
7:45 am- 8:45 am	Board of Directors Continental Breakfast/ Board of Directors Meeting <i>(Directors Only)</i>	N/A	
7:45 am- 8:45 am	General Participants Continental Breakfast	N/A	
8:45 am-11:00 am	General Session I		
9:00 am– 9:40 am	Welcome/Moderator Keynote Address followed by Q & A	TIM HAMILTON <i>Chairman, USAEDC</i> MIKE JOHANNIS, <i>Secretary of Agriculture</i>	
9:45 am-10:15 am	“Working With the New FAS”	MIKE YOST, <i>Administrator, Foreign Agricultural Service</i>	
Refreshments will be available from 10:00 a.m. – 10:45 a.m.			
10:15 am.-11:00 am	“What is on the Horizon for Free Trade Agreements”	JAMES GRUEFF, <i>Decision Leaders, LLC</i>	
11:00 am–11:30 am	“The Future of Trade in the 2007 Farm Bill”	MARK HALVERSON, <i>Staff Director, Senate Agriculture Committee</i>	
11:30 am- 1:00 pm	Round Robin Luncheon Sponsored By:  making sense of global markets	<i>Priority, please, to the Attachés in the buffet lines</i> Attachés will be seated by country to allow for free movement and access by cooperators.	
1:00 pm – 2:30 pm	CONCURRENT ATTACHÉ BREAK-OUT SESSIONS		
	TOPICS	SPEAKERS	

<p>Western Hemisphere Division</p>	<p>NAFTA Overview Mexico Specific Information CAFTA Overview Guatemala Specific Information Andean/Caribbean Region Overview Peru/Panama Agreement Information Southern Cone Overview Brazil Specific Information</p>	<p>SHARYNNE NENON, Team Leader - OCRA JEFF NAWN, Attaché, Mexico City - OFSO YVETTE WEDDERBURN-BOMERSHEIM, Team Leader-OCRA STEVE HUETE, Counselor, Guatemala City – OFSO AMY SLUSHER, Team Leader – OCRA MELINDA SALLYARDS, Branch Chief – ONA KRISTIN KEZAR, Team Leader – OCRA MORGAN PERKINS, Attaché, Sao Paulo - OFSO</p>	<p>Moderators: JEANNE BAILEY, <i>Dir., Western Hemisphere Area - OFSO</i> MERRITT CHESLEY, <i>Dir, Western Hemisphere Division-OCRA</i></p>						
<p>North Asia Division</p>	<p>“North” China Strategy “South” China Market Opportunities Hong Kong & “South” China Taiwan CCA MRLs as a Regional Issue Japan’s Reforms U.S.-Korea FTA</p>	<p>KEVIN LATNER, Attaché, Beijing – OFSO JOANI DONG, Attaché, Guangzhou – OFSO DAVID WOLF, ATO Dep Dir., Hong Kong – OFSO MARIANO BEILLARD, North Asia Branch – OCRA JULIE CALLAHAN. MICHAEL CONLON, Attaché, Tokyo – OFSO RICH PETGES, Senior Advisor - ONA</p>	<p>Moderators: DARYL BREHM, <i>Director, North Asia Area – OFSO</i> CINA RADLER, <i>Director, Asia Division - OCRA</i></p>						
<p>South Asia Division</p>	<p>Overview of India Agricultural Knowledge Initiative ASEAN Developments U.S. Malaysia FTA APEC Trade Environment</p>	<p>JASON CARVER, South Asia Branch – OCRA CHRISTIAN FOSTER, Asst DA – OCBD JONATHAN GRESSEL, Counselor, Kuala Lumpur – OFSO JONATHAN GRESSEL, Counselor, Kuala Lumpur – OFSO JIM HIGGISTON, Dep Dir/Asia Division - OCRA</p>	<p>Moderator: JAMES HIGGISTON, <i>Deputy Director, Asia Division - OCRA</i></p>						
<p>Europe Division</p>	<p>European Regional Strategy Bio-Fuels in the EU Biotech in the EU MRLs, Mycotoxins, etc. in the EU USUN/FAO Report Report on CODEX, IPPC, etc. WTO: SPS panels, committees, etc.</p>	<p>DEBBIE SEIDBAND, Int’l Trade, European Division – OCRA REY SANTELLA, Attaché, Berlin – OFSO DAVID LEISHMAN, Attaché, Brussels - OFSO ROBERT MACKE, Asst DA - OSTA DAVID HEGWOOD, Minister-Counselor, Rome – OFSO KURT SEIFARTH, Attaché, Brussels – OFSO CHRISTINE STROSSMAN, Attaché, Geneva - OFSO</p>	<p>Moderator: DAVID YOUNG <i>Director, European Area - OFSO</i></p>						
<p>Africa and the Middle East Division</p>	<p>Africa/AGOA Overview South Africa Specific Information Kenya Specific Information Senegal Specific Information Middle East Overview-Agreements Egypt Overview Iraq Opportunities Libya-Morocco Free Trade Agreement</p>	<p>CATHY MCKINNELL, Dir., Africa/Middle East Div. – OCRA SCOTT REYNOLDS, Counselor, Pretoria – OFSO KEVIN SMITH, Counselor, Nairobi – OFSO ROBERT HANSON, Attaché, Dakar – OFSO TAWHID AL-SAFFY, Sr.Trade Adv, Africa/Middle East-OCRA FRED GILES, Attaché, Cairo – OFSO JOE CARROLL, Dep. Dir., Africa/Middle East -OCRA MAYRA CALDERA, Int’l Economist, Africa/Middle East-OCRA</p>	<p>Moderator: RON VERDONK <i>Director, Africa & Middle East Area - OFSO</i></p>						
<p>2:30 pm- 2:45 pm</p>	<p>Coffee Break <i>sponsored by:</i></p>								
<p>2:45 pm – 4:15 pm</p>	<p>CONCURRENT ATTACHÉ BREAK-OUT SESSIONS <i>(The above are repeated to permit wider participation/discussion.)</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Western Hemisphere Division</td> <td style="width: 50%; border: none;">Europe Division</td> </tr> <tr> <td style="border: none;">North Asia Division</td> <td style="border: none;">Africa and the Middle East Division</td> </tr> <tr> <td style="border: none;">South Asia Division</td> <td></td> </tr> </table>			Western Hemisphere Division	Europe Division	North Asia Division	Africa and the Middle East Division	South Asia Division	
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South Asia Division									

4:15 pm – 5:30pm	<i>Concurrent Topic Sessions</i>		
Session I	<p>“Developing a Halal Strategy for U.S. Producers”</p> <p style="text-align: center;">Moderator: JONATHAN GRESSEL, <i>Counselor, Kuala Lumpur</i></p>	<p>DR. HABIB GHANIM <i>President - USA Halal, Director-Islamic Society of the Washington Area</i></p> <p>JALEL AOSSEY <i>Director, Midamar Corporation</i></p> <p>AUDREY TALLEY <i>Branch Chief, Int’l Regulations & Standards Div/OSTA</i></p> <p>THAD LIVELY <i>Sr. VP-Policy, Planning & Research, U.S. Meat Export Federation</i></p>	
Session II	<p>“The Future of Biofuels”</p> <p style="text-align: center;">Moderator:</p>	<p>MORGAN PERKINS <i>Attaché, Sao Paulo - OFSO</i></p> <p>GEORGE DOUVELIS <i>Branch Chief, Imports, Sensitive Products, Processing & Industrial Use/OGA</i></p>	
Session III	<p>“Biotech: Where Are We Now... Eleven Years Later?”</p> <p style="text-align: center;">Moderator:</p>	<p>MICHAEL HENNEY <i>Branch Chief, New Technologies & Production Methods/OSTA</i></p> <p>REBECCA BECH (<i>invited</i>) <i>Biotech Regulatory Services, APHIS</i></p> <p>SHARON BOMER-LAURITSEN <i>VP & COO for Food and Agriculture, Biotechnology Industry Organization (BIO)</i></p> <p>PEGGY ROCHETTE <i>Sr. Dir.- International Policy, Food Products Association</i></p>	
5:30 pm - 7:00 pm	<i>GALA RECEPTION:</i>		