WORLD TRADE CENTER®
ATLANTA

4th ANNUAL
WORLD TRADE DAY

Trade Talk:
Cybersecurity and the Global Impact on Trade and Investments

A HALF CENTURY OF GLOBAL TRADE CONNECTIVITY
50 YEARS
WORLD TRADE CENTERS ASSOCIATION

JUNE 26, 2020

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vLink Solutions Video Marketing Studio. Marietta, GA, USA

WELCOME TO WORLD TRADE DAY!

We are delighted to welcome our sponsors, partners, speakers, and participants to this historic event and groundbreaking format. Traditionally this conference is held at a local Atlanta venue; however, due to the COVID-19 pandemic and in the interest in maintaining safe, social distancing practices, the World Trade Day 2020 Committee decided to transition to a virtual format, enabling us to expand our reach globally while still delivering the outstanding, informative content the international business community seeks.

Today we will be discussing some of the most relevant and critical global trade and investment issues currently facing professionals around the world.

Hosted by the World Trade Center Atlanta, today's event represents the passion and hard work of leading corporate executives, distinguished government representatives, and renowned trade experts who believe that open dialogue with the international community is key to navigating the twists and turns of global trade and investment. We, also, greatly appreciate the hard work of the vLink technicians who brought our virtual conference vision to life.

Today, with our incredible lineup of speakers, we are delighted to have you here.

Thank you for your invaluable support of global trade. Let the day begin!

World Trade Day 2020 Committee

CONTINUING A TRADE & INVESTMENT LEGACY...

In 1935 President Franklin D. Roosevelt officially proclaimed a national observance in the United States each May of the benefits of global trade. Each U.S. President since then has renewed this declaration, asking for communities across the nation for their commitment.

The World Trade Center Atlanta, one of 330 centers of international business exchange across the globe, is responding to the call with its 4th Annual World Trade Day in Georgia on June 26, 2020.

This historic event will honor the international trade community and your contributions to the economic power of our region. It will convene CEOs, policy-makers, decision-makers, executives, and thought leaders to discuss today's most pressing trade issues and opportunities to build a strong regional economy.

...WITHIN GEORGIA'S THRIVING GLOBAL COMMUNITY.

THANK YOU

We would like to thank all of our incredible sponsors and partners.
Without your support, this event would not be possible!

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STS Worldwide Funding • Growth • Exit Strategy • What Next?

GAMA Georgia Automotive Manufacturers Association

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Atlanta Business School Alliance BSA

eBSI Export Academy

INVESTATLANTA

U.S. COMMERCIAL SERVICE United States of America Department of Commerce

H|B|S Club of Atlanta

ANICC AMERICAN NIGERIAN INTERNATIONAL CHAMBER OF COMMERCE

USAfrica TRADE COUNCIL

GDA GEORGIA DEPARTMENT OF AGRICULTURE

WORLD AFFAIRS COUNCIL of Atlanta

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Max Sutherland
President & CEO
World Trade Center Atlanta
Co-Chair World Trade Day

Chairman of the Board
UBTS International

WORLD TRADE CENTER® ATLANTA

UBTS

Dear Colleagues around the World,

Welcome to the 4th Annual World Trade Day Conference from Atlanta, Georgia, USA, and our 1st in a virtual conferencing format.

On behalf of the World Trade Center Atlanta, World Trade Day Committee Members, Sponsors and Business Partners, thank you for participating in Georgia's premier international trade and investment event. We are thrilled to convene such a distinguished group of leaders to address this year's theme, *"Cybersecurity and the Global Impact on Trade and Investments."* The day is packed with numerous engaging discussions, speeches, and invaluable networking opportunities in the Exhibit Hall and Skyview Networking Lounge, with topic specific video chat rooms.

We are particularly honored to welcome: Morning Keynote Speaker, LTC Thomas Nelson, Chief, Cyber Tactical Operations Center, US Army Cyber Command; John "Jack" Portman III, Chairman, Portman Architects presenting this year's John C. Portman Global Leadership Award to Martin Richenhagen, Chairman and CEO, AGCO Corporation on behalf of this year's award recipient, AGCO Corporation; and Afternoon Keynote Speaker, Harri Hursti, Founding Partner, Nordic Innovation Labs.

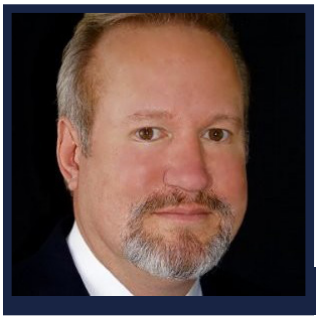
I hope you are excited as I am about the line-up of panel discussions. From new sources for financing global expansion, to a deep dive into some of today's front-page geopolitical topics impacting strategic markets around the world, to inbound and outbound trade resources available to World Trade Center members and non-members, and ending with an intriguing exchange amongst cybersecurity experts from Georgia's top industry leaders in agricultural machinery, payments and telecommunications, there's something for everyone. And be sure to take advantage of Globalizing your Website, a workshop that will guide you through critical steps of the going global process to begin accepting international orders and payments.

As we continue celebrating the World Trade Centers Association's 50th Anniversary, what better way to recognize such a milestone than to come together, gain valuable insights, and grow your global network right here in a groundbreaking format that allows us to come to you all around the world… ***"Everywhere Internet is available, let's talk Trade!"***

Wishing each of you a rewarding World Trade Day 2020!

Max Sutherland

Max Sutherland
President & CEO, World Trade Center Atlanta
Co-Chair - World Trade Day



Max Sutherland
President & CEO
World Trade Center Atlanta

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Danila Palmieri
Vice President Programs

Co-Founder & COO
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Marketing & Communications
World Trade Center Atlanta

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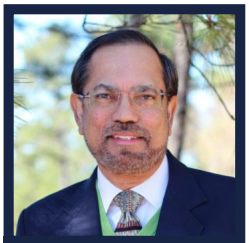
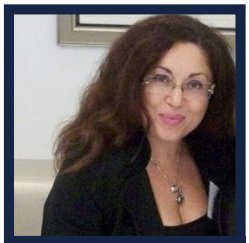


PRINCIPAL

Zaheer Faruqi
President
Adventure Aviation

PRINCIPAL

Ismael Fernandez
President & EB-5 Economist
Greengate Consulting



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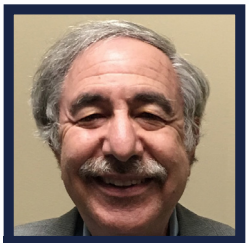
Lilia Postolachi Glover
Director of Business Development
Medici International, LLC



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Harvey Shuster
Partner & Board of Directors
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JOHN C. PORTMAN
GLOBAL LEADERSHIP AWARD

AGCO
Your Agriculture Company

Recipient of the 3rd John C. Portman Global Leadership Award

Martin Richenhagen

Chairman, President & CEO accepting

QUICK FACTS

- 1990 **AGCO** starts as a management buyout and quickly becomes the **world's 3rd largest agricultural machinery manufacturer.**
- 2012 **AGCO significantly enhances its presence in Africa** by launching plans for a model farm project in Zambia, hosting its first Africa Summit and breaking ground for a new parts warehouse in South Africa.
- 2013 **AGCO launches Fuse Technologies®,** the next-generation approach to precision agriculture, providing mixed-fleet farming operations with improved connectivity and access to farm data as the world's first open, mobile, mixed-fleet solution.
- 2015 **AGCO opens its Future Farm and Global Learning Centre near Lusaka, Zambia.** This model farm includes two firsts for Africa – a state-of-the-art Mechanization Learning Centre and a Grain and Poultry Leaning Centre serving the training needs of local dealers, distributors and customers seeking modern farming technique and sustainable food production systems.
- 2015 **AGCO launches Fuse® Connected Services,** designed to help growers improve overall farm efficiency by reducing maintenance and input costs, improving yields, and enabling more informed business decisions.
- 2018 **The AGCO Agriculture Foundation launches** as a private foundation committed to food security and sustainable agricultural development.
- 2020 **AGCO deemed essential business** during the coronavirus pandemic, playing a critical role in securing the global food supply, and commits to keeping production running and inventory open and accessible, so farmers everywhere have the tools and support they need to keep feeding the world, whether planting, harvesting or caring for animals.
- 2020 **The AGCO Agriculture Foundation launches Covid-19 Aid Program** with a $100,000 grant to the World Food Program USA in support of the United Nations World Food Programme's COVID-19 emergency response.

PORTMAN HOLDINGS

Integrity | Proven Results

The World Trade Center Atlanta created the John C. Portman Global Leadership Award in 2018. This annual award honors the legacy of John C. Portman, Jr., Georgia's world-renowned architect and developer, global ambassador, visionary and a catalyst for Georgia's international future. The leadership and vision of Mr. Portman were instrumental in moving Atlanta from a gracious Southern city into a vibrant world capital. John C. Portman, who was Honorary Consul of Denmark, was one of the original founders of the World Trade Center Atlanta.

All Day Registration, Networking, and Interactive Exhibit Hall 7:30am - 4:30pm

Welcome & Introduction

Max Sutherland, Co-Chair World Trade Day
President & CEO, WTC Atlanta

Danila Palmieri, Co-Chair World Trade Day
Vice President Programs, WTC Atlanta

Morning Keynote Speaker:

LTC Thomas Nelson | Chief, Cyber Tactical Operations Center, US Army Cyber Command

Morning Parallel Panel Discussions

- Geopolitical Forces Impacting International Market Opportunities
- Financing Your Global Expansion: Uncovering new Sources of Funding That Help Your Bottom Line
- Global Strategy Workshop

Trade Community Luncheon Panel Discussion

John C. Portman Global Leadership Award Presentation

Jack Portman | Chairman & CEO, Portman Architects
to AGCO Corp | Martin Richenhagen, Chairman, President & CEO Accepting

Afternoon Keynote Speaker:

Harri Hursti | Founding Partner, Nordic Innovation Labs

Afternoon Plenary Session

Industry Leaders Talk Cybersecurity and the Global Impact on Trade and Investments

Closing Remarks and Networking

7:30am **Virtual Conference Login, Networking Lounge, Exhibit Hall Open (Throughout the Day)**

8:30am **Welcome & Introduction**
Max Sutherland, President & CEO, World Trade Center Atlanta
Danila Palmieri, Chair, World Trade Day

Sponsor Recognition
Dr. Ismael Fernandez, Executive Vice President & Treasurer, World Trade Center Atlanta

World Trade Centers Association, Global Headquarters, New York
Robin van Puyenbroeck, Executive Director-Business Development

8:50am **KEYNOTE SPEAKER**
Lieutenant Colonel Thomas Nelson, Chief, Cyber Tactical Operations Center, US Army Command Center

9:35am **Networking & Exhibit Hall**

10:00am **Parallel Breakout Sessions (Choice of One)**

1. Geopolitical Forces Impacting International Market Opportunities
International markets continue to fluctuate, creating opportunities but also uncertainty and risk. The global COVID-19 pandemic threatening a global slowdown, US trade wars with Asia and Europe, continued uncertainty around the Brexit deal, buy-in to the African Continental Free Trade Agreement, climate change, Black Lives Matter movement, and geopolitical forces around the world are affecting global growth. How are countries adjusting their trade and investment strategies to take advantage of new opportunities while minimizing risks? What do these changes mean for your firm's growth?

Moderator: Mr. Max Sutherland, President & CEO, World Trade Center Atlanta
Panelists: Mr. Andrew Staunton, Consul General, British Consulate General Atlanta
Mrs. Anat Sultan-Dadon, Consul General, Consulate General of Israel to the Southeastern United States
Amb. Carlos Henrique Moojen de Abreu e Silva, Consul General, Consulate General of Brazil in Atlanta
Ms. Cynthia Blandford, Honorary Consul General, Consulate General of Liberia
Ms. Joanne Chu, Director, Hong Kong Economic and Trade Office, New York

2. Financing Your Global Expansion: Alternative Sources of Funding That Help Your Bottom Line
Changes in traditional trade and foreign direct investment (FDI) finance as well as disruptions caused by the growth of FinTech offer a wider range of financial resources to support your global expansion. This panel discussion covers both traditional and alternative sources of finance, foreign exchange management, as well as creative ways to match finance with export, import and FDI opportunities.

Moderator: Tom Strauss, Regional Director, US Dept of Commerce
Panelists: Susan Kintanar, Regional Director, Export Import Bank of the United States
Darrel Hulsey, International Trade Specialist, Small Business Development Center, UGA
Bartlet W. Edes, Chief Representative, Asian Development Bank, North America Office
Henry Yu, President, Hong Kong Association of Atlanta

3. Strategy Workshop: Website Globalization Seminar with US Commercial Service
This workshop will share insights about the low-cost to no-cost modifications to globalize your website. The US Commercial Service, part of the US Department of Commerce, promotes US products and services abroad. The information provided is offered by the US Commercial Service's Task Force on Website Optimization to businesses to assist them in maximizing their sales potential overseas.

Facilitator: George Tracy, Director of the Atlanta US Commercial Service

11:15am Networking & Exhibit Hall

12:15pm Trade Community Luncheon Panel Discussion:

Moderator: Mary Waters, Deputy Commissioner, International Trade at Georgia Department of Economic Development
Panelists: Nathan Regan, Senior Vice President, Economic Development, Invest Atlanta
John Woodward, Vice President, Global Commerce, Metro Atlanta Chamber
Cesar Vence, Deputy Director, Atlanta's Mayor's Office of International Affairs
Max Sutherland, President & CEO, World Trade Center Atlanta

1:15pm John C. Portman Global Leadership Award Presentation
Presented by John "Jack" Portman III, Chairman, Portman Architects
To AGCO – Accepted by Martin Richenhagen, Chairman & CEO, AGCO Corp.

1:45pm Networking & Exhibit Hall

2:00pm KEYNOTE SPEAKER
Harri Hursti, Founding Partner, Nordic Innovation Labs

2:35pm Plenary Session

Trade Talk: Cybersecurity and the Global Impact on Trade and Investments
In the digital age, IT is the backbone of doing business and cybersecurity is critical to business success. This panel will discuss the latest technologies to combat global threats and the risks of not focusing sufficient resources on cybersecurity. The panelists will also discuss respective industry trends and opportunities for attendees to focus on innovative solutions when expanding their global presence and competing for market share - from the ability to leverage talent to sustainable technologies designed to meet increasing global demand.

Moderator: Andrew Morrison, Principal, Cyber Risk Services, Deloitte
Panelists: Phillip Parmer, Senior Manager, IT Security Engineering, AGCO
Roger Mahler, Senior Manager, IoT & Security, AT&T
Bob Varnadoe, Chief Information Security Officer, NCR

4:05pm Closing Remarks
Max Sutherland, President & CEO, World Trade Center Atlanta

4:05pm Networking & Exhibit Hall

4:30pm Conference Conclusion

FACT: IIn 2019. Georgia exports exceeded $41.2 billion, an increase of more than 43% in the past decade.

Website: Georgia.org

Georgia® USA

The International Trade division at the Georgia Department of Economic Development provides Georgia exporters with free market intelligence, key in-country contacts and cost-effective international sales opportunities.

"One conclusion is that it's hard to go wrong with a site in Georgia," says Steve Kaelble, Staff Editor, Area Development. "The Peach State sits atop this year's Area Development list of "Top States for Doing Business." Again. Georgia has been ranked first for six years in a row."

The division leverages the state's international trade, investment and tourism representatives in 12 strategic markets located throughout Europe, the Middle East, Asia and the Americas, connecting Georgia to the world.

With the support of the state's international representatives, the International Trade division provides a variety of programs and services to qualified Georgia exporters helping accelerate international trade.

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm. The lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, aligning workforce education and training with in-demand jobs, locating new markets for Georgia products, attracting tourists to Georgia and promoting the state as a destination for arts and location for film, music and digital entertainment projects as well as planning and mobilizing state resources for economic development.

GEORGIA RANKINGS:

- **No. 1** State For Business (Site Selection: 2019, 2018, 2017, 2016, 2015, 2014, 2013)
- **No. 1** State For Business + Labor Climate (Area Development: 2019, 2018, 2017, 2016, 2015, 2014)
- **No. 2** Business Incentive Programs 2019, 2018
- **No. 1** Leading Workforce Development Programs 2019, 2018
- **No. 2** Infrastructure and Global Access (Area Development: 2019, 2018, 2017, 2016, 2015, 2014)
- **No. 1** Cooperative and Responsive State Government 2019, 2018
- **No. 1** Favorable General Regulatory Environment 2018

IN GEORGIA, WE UNDERSTAND YOUR BUSINESS NEEDS.

Georgia has continuously been ranked the No. 1 state for business with the nation's No. 1 workforce training program and low operating costs. Georgia helps small businesses export approximately $41.2 billion in goods to 214 countries and territories annually.

Find out how we can help your company go global.

Visit Georgia.org to discover how your business can become the next Georgia success story.

We SPEAK Business | Georgia® USA

Georgia Department of Economic Development

Sponsors

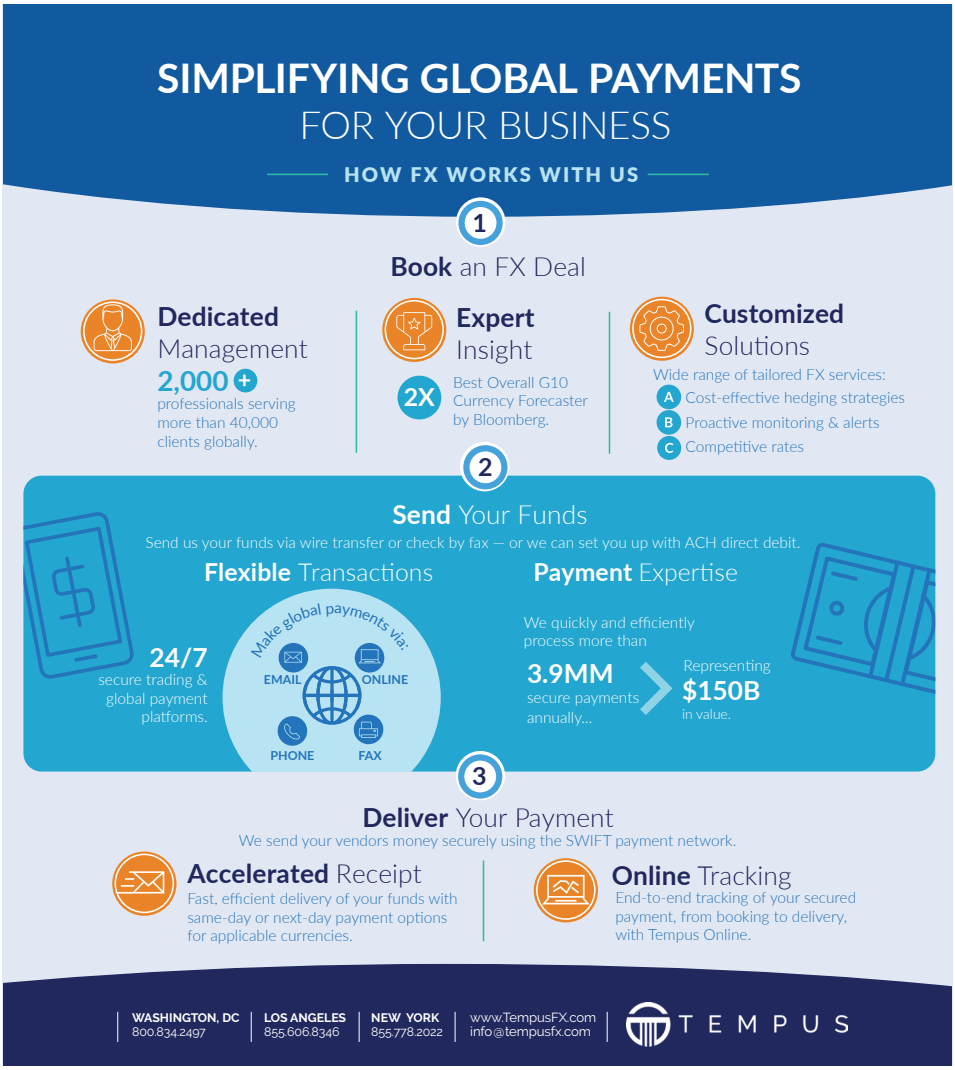
TEMPUS

Simplifying Global Payments

FACT: Named top currency forecaster for Japanese yen in the first quarter of 2018 by Bloomberg, beating out 73 other forecasters including the biggest banks in the world.

WEBSITE: tempusfx.com

Whether paying invoices in a foreign currency, funding foreign operations or receiving foreign payments, Tempus helps companies properly manage their currency needs. We focus on protecting our clients' profits by keeping them abreast of current activity in the global markets and by reducing exchange rate exposure with our full range of products and services. Dedicated client account managers keep clients well informed in order to make the right decisions regarding their international payments.



Since 1999, Tempus has provided corporate clients with the best foreign exchange and international payment solutions in the industry. Tempus guides thousands of clients, from a broad spectrum of industry sectors, through the intricacies of the currency markets. Our unique market insight is widely recognized in main-line business media such as The Wall Street Journal, Reuters, Bloomberg, and CNBC to name just a few. In 2010 Tempus proudly became part of Monex Group, one of the world's largest commercial foreign exchange providers, to further expand our place in the global market.

Max Sutherland

President & CEO
World Trade Center Atlanta
Co-Chair World Trade Day

Max Sutherland joined the WTC Atlanta Board of Directors in 2017 and was confirmed as President & CEO in March 2020. He has an aggressive agenda to grow the organization by adding more solutions, services, benefits and programming, growing our bilateral agreements that will expand our community partnerships, and pursuing our real estate goal of securing a branded WTC Atlanta building with dedicated Incubator and Innovation Centers. He is also active with the global World Trade Centers Association's Member Advisory Councils.

Complementing his commitment to the WTC Atlanta, Max is Chairman of the Board for UBTS International.

Prior to WTC Atlanta, Max worked on Wall Street at Citicorp, The Chase Manhattan Bank, UBS, Bank of America and in Big 4 Consulting at KPMG and Deloitte, focusing on Mergers and Acquisitions, global growth strategies, asset optimizations, investment funding, and strategic international CEO initiatives. His global experience spans six continents and multiple industries.

Max holds a BA in Political Science and Economics from Indiana University and an MBA from Duke University's Fuqua School of Business. He sits on the Atlanta Business School Alliance Board representing Fuqua.

Danila Rizo Palmieri

Vice President Programs
Co-Founder & COO
UnniCo

Danila brings more than 20 years of experience in financial services, manufacturing, and mining and metals in Brazil and the United States.

She has worked with companies such as Connect Solutions LLC, Experian and Votorantim Metais, LTDA, Brazil, to address product, quality and delivery challenges, alignment of team goals to strategies, and process improvement.

During her career at Votoranim Metais, LTDA, Danila served as an HR and Organizational Development Manager, reducing the number of consultancies and creating an admission plan for management trainees. As part of the executive team, she helped lead an M&A. Danila also managed workforce planning, reducing staff from 6,000 to 2,000, negotiating the avoidance of a union strike and formulating plans to integrate the cultures of the two companies.

Danila holds an MBA in Business Management with emphasis in human resources from Fundação Getúlio Vargas, São Paulo, Brazil, and a Bachelor's Degree in Chemical Engineering from Faculdade De Engenharia Industrial, São Paulo, Brazil. Danila is a Six Sigma black belt and holds PM BOK Project Management from FIA University of Sao Paulo and Integrated Management System – ISO 9000, 14000, and OHSAS 18001.

Ismael Fernandez

Executive Vice President & Treasurer
World Trade Center Atlanta
Founder & President, Greengate Consulting

Dr. Fernández is the founder and president of Greengate Consulting, an Atlanta based consultancy firm that offers business planning services and advice, international tax planning, and marketing services to domestic start-ups and international investors seeking to start their own business in the US. Dr. Fernández is heavily involved with the EB-5 and Opportunity Zone programs, in both real estate and start-up businesses.

Dr. Fernández, recognized by EB-5 Investors Magazine as a Top 5 EB-5 Economist in the country, started his career in the EB-5 space as a natural extension to his practice in immigration business consulting that began in 2010. Prior to being an independent business consultant, Ismael was a manager at General Electric, leading a team of forecasting analysts pacing the production of over $1 billion of spare parts for gas turbine engines worldwide.

Ismael holds a BSAE from Embry-Riddle Aeronautical University and an MSAE, MBA and PhD. from Georgia Tech. Ismael has three kids and dedicates most of his free time to his family. He is passionate about soccer and aviation and takes advantage of his flying skills to visit EB-5 projects in the region.

Speakers

Ambassador Carlos Abreu

Consulate General of Brazil in Atlanta

Ambassador Carlos Henrique Moojen de Abreu e Silva, a career diplomat, assumed the post of Consul General at the Consulate General of Brazil in Atlanta on December 17, 2018. He received his diploma in Economic Sciences from Center of University Education of Brasília and completed a Commercial Politics course at the GATT (General Agreement on Tariffs and Trade) in Geneva, both in 1986.

Ambassador Moojen de Abreu e Silva earned his master's degree at the Instituto Rio Branco (Brazilian Diplomatic Academy) in 2002. His thesis was on "The Argentina foreign exchange dilemma and the Brazilian interests".

In 2005, he served as head of the Division of Market Access in Brazil; in 2011, as Director of the Department of United States, Canada and Inter-American Affairs at the Ministry of External Relations.

His most recent assignments abroad have been as Deputy Chief of Mission at the Embassy of Brazil in Washington from 2008-2010 and as Consul General of Brazil in Sidney, Australia from 2013-2018.

Publications include "Argentine prosperity during the gold standard and the ideology of dollarization" in 2003; "Argentina and the convertibility plan" in 2005.

Cynthia Blandford

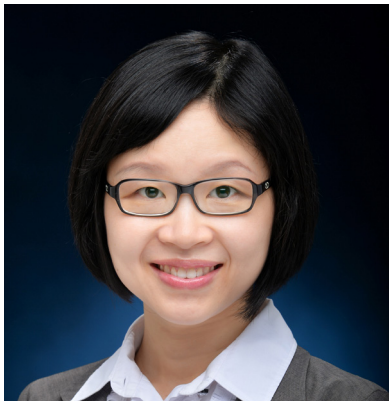
Honorary Consul General
Republic of Liberia

Honorable Blandford was appointed in 2009 as Liberia's first female African American Honorary Consul General in Liberia's history and serves on the Board of the Atlanta Consular Corps and the World Trade Center Atlanta.

Cynthia is also President and CEO of Global Strategies for Good, LLC, (GSG), focusing on international business, trade, travel and tourism, resource development and management, and international conferences. She founded the University Consortium for Liberia, collaborating with 18 Institutional Partners to provide Student and Faculty Exchange and Educational Scholarships. Cynthia recently joined the Pan-African Institute for Trade and Economic Development, known as AfriTrade Global, as a Special Advisor, specializing in Africa, Asia, the Gulf States, Latin America, and the United States.

Under her leadership, the African Consulates in Georgia will establish an African Agenda with a particular focus on the Africa Free Continental Free Trade Agreement and the Decade for Africa, including the "Door of Return" for African's in the Diaspora.

Hon. Blandford has a degree in Journalism from Georgia State University and attended Cornell University and the University of Liberia where she studied African Studies and Political Science.



Ms Joanne Chu

Director, Hong Kong Economic and Trade Office, New York
Hong Kong Special Administrative Region Government

Ms Joanne Chu was appointed Director of the Hong Kong Economic and Trade Office, New York on 31 July 2017. She is responsible for promoting and strengthening the business, trade and cultural ties between Hong Kong and 31 eastern states of the United States.

Before joining the New York ETO, Ms Chu was the chief of staff to the Secretary for Constitutional and Mainland Affairs in Hong Kong from 2013 to 2017. She also participated actively in promoting the bilateral ties between Hong Kong and the European Commission, as well as other European Union members, when she worked in the Hong Kong Economic and Trade Office in Brussels from 2008 to 2012. Ms Chu has also served in various policy bureaux and departments in Hong Kong, including the former Financial Services Bureau responsible for banking and monetary affairs. She joined the Hong Kong Government in September 2001.

Bart W. Edes

Chief Representative
Asian Development Bank
North America Office Development

Bart W. Édes has served as the Asian Development Bank's (ADB's) Representative in North America since 2017. In this capacity, he mobilizes financing for ADB's developing member countries; shares development knowledge and experience; establishes and deepens partnerships with public, private and nonprofit organizations in North America; and raises public awareness of ADB in Canada and the United States. His earlier ADB experience includes the formulation of ADB's Public Communications Policy, which set a new global benchmark for transparency and information sharing among the international financial institutions. Mr. Édes has also served as Alternate Chairperson of ADB's Appeals Committee, and Member of the ADB Integrity Oversight Committee.

Between 1994 and 2000, Mr. Édes managed communications at SIGMA, a joint initiative of the European Union and the Organization for Economic Cooperation and Development providing support to public governance reform in Central and Eastern European countries. Mr. Édes has also worked as a journalist, researcher, policy analyst, and specialist on international trade and foreign direct investment.

He has a Master's Degree in Public Policy from the University of Michigan, and a Bachelor's Degree in Government (cum laude) from Georgetown University.

Darrel Hulsey

International Trade Specialist
Small Business Development Center, UGA

Darrel Hulsey is a senior trade consultant for the UGA SBDC International Trade Center. Darrel helps Georgia companies with international trade related issues such as trade financing, risk mitigation, loan proposal preparation, financial analysis, market analysis and entry strategies. Prior to joining the UGA SBDC, Darrel worked in banking and mergers and acquisitions. Darrel has a BBA from the University of North Georgia and an MBA from Brenau University.

Harri Hursti

Founding Partner & Global Ethical Cyber Hacker
Nordic Innovation Labs

Harri Hursti is a world-renowned data security expert, internet visionary, serial entrepreneur, and Founding Partner of Nordic Innovation Labs. He began his career as the prodigy behind the first commercial, public email and online forum system in Scandinavia. He founded his first company at the age of 13 and cofounded EUnet-Finland in his mid-20s. Today, Harri is among the world's leading authorities on election voting security, critical infrastructure, and network system security.

He has conducted and co-authored many studies, academic and commercial, on various election systems' data security and vulnerability at the request of officials, legislators, and policymakers in 5 countries, including the US.

As an ethical hacker, Harri is famously known for his demonstrations of successfully hacking the Diebold Election Systems' voting machines and ultimately alter final voting results.

These tests became widely known as the Hursti Hacks, turned into an acclaimed HBO documentary called Hacking Democracy and nominated for an Emmy award for outstanding investigative journalism. In March 2020, HBO released Kill Chain: The Cyber War on America's Elections, featuring Harri as he takes us through a deep dive into the weaknesses of election technology.

Speakers

Susan Kintanar

Regional Director, Eastern Region, EXIM Bank

Susan Kintanar joined the Export-Import Bank of the United States in July 2012. She serves as the Regional Director for the Eastern Region. Susan has worked in international banking for over 30 years, from Asian International Bank, UBAF Arab American Bank, European American Bank, National Bank of Canada, Fidelity National Bank, Citibank and Regions Bank. She graduated from New York University with a Master's Degree in Industrial Psychology and also graduated from Pace University NY with an MBA in Strategic Management. She frequently is an invited speaker to various international professional associations. In addition, Susan is a permanent, accredited Certified Cash Manager.

Roger N. Mahler

Principal Member Technical Staff
AT&T, Public Sector / IoT Solutions

With a passion for technology and the business that drives technology, Roger Mahler has provided cross-industry leadership and vision for over 20 years in Banking, Financial Services, Transportation and Logistics, Inventory Management, Telecommunications/Mobility, Medical and Software Services/Tools and Security for startup companies of three to "Fortune 50" enterprises (IBM, CSX and Cingular Wireless/AT&T).

In 2003, Roger created the first Wireless Application Security practice focusing on application security, policies and procedures, testing and monitoring, transitioning into the international community (JCP, Symbian Operator Review Board, OMA, etc.) to standardize those practices. Roger is currently part of Public Sector creating an end-to-end security architecture, with wide industry support domestically and internationally, focusing on IoT, Smart Cities and Autonomous vehicles.

Roger is on the Board of TAG Mobility and Southern Software Association and leads the Smart Connected Communities project in Marietta, GA. As part of Metro Atlanta Chamber's Mobility Task Force, Roger created and ran the "mobilityLIVE" conference. Roger has a BS in Computer Science from the University of North Florida and an MBA from Kennesaw State University. He is currently pursuing a Masters in Cyber Security.

Andrew Morrison

Principal | Deloitte Risk & Financial Advisory
Strategy, Defense & Response solution leader

Andrew, a principal at Deloitte & Touche LLP, is the Cyber Risk Services Strategy, Defense & Response solution leader for Deloitte Risk & Financial Advisory. He specializes in assisting clients with the risk associated with cyber threats and is also responsible for Deloitte's Cyber Strategy and Governance services as well as the Cyber Threat Detection & Response practice.

His focus is on the development and delivery of cross-industry services helping clients improve their preparedness for cyberattacks and accelerating enterprise business recovery in the wake of cyber incidents.

Lieutenant Colonel Thomas Nelson

Chief, Cyber Tactical Operations Center, US Army Cyber Command

LTC Nelson graduated from the United States Military Academy (USMA) with a BS in Mechanical Engineering and served as an infantry officer deploying 3 times to Afghanistan and Iraq in the US Army. LTC Nelson then attended UNC-Chapel Hill earning a MS in Mathematics and served as a Cyber Officer/Assistant Professor at the USMA math department.

LTC Nelson transitioned to Fort Gordon, Georgia to the 782D Military Intelligence Battalion (Cyber) in 2016 serving as the battalion operations officer, where he supervised the daily operations, planning, resourcing, and training of over 750 Soldiers and Army Civilians in support US Cyber Command. In 2017, LTC Nelson served a Cyber Combat Mission Team Lead consisting of 64 highly trained personnel. In 2019, LTC Nelson transitioned to Army Cyber Command as CTOC Chief. The Army recently chose him to take command of the 782D MI BN in June 2021.

He holds numerous industry certifications and has nine publications and conference presentations in mathematics, computational fluid dynamics, intrusion detection systems, military strategy, cyber education, and pedagogy.

Phillip D. Parmer

Sr. Mgr., Global IT Security Engineering & Architecture
AGCO Corporation

Phillip Parmer is the Senior Manager for Global IT Security Engineering and Architecture of AGCO Corporation, a global leader in the design, manufacture, and distribution of agricultural solutions.

As Senior Manager, Phillip Parmer oversees all IT Security Engineering and Architecture activities involving the AGCO IT infrastructure, applications, and products. He works with AGCO stakeholders to ensure security and data privacy elements are incorporated to protect AGCO assets.

Prior to joining AGCO, Phillip Parmer spent 10 years providing Cyber Security services to Government and Commercial entities.

Jack Portman, FAIA (John C. Portman, III)

Chairman & CEO
Portman Architects

As Chairman and CEO, Jack is responsible for all, but especially the international activities of the company. He's always ensured that Portman's priorities truly reflect the organization's values: client service, world-class design, and creating successful environments in which people succeed.

Jack began his career in 1973 as an Apprentice Architect. His design experience progressed him to corporate leadership and visionary international exploration, working first with the domestic arm of Portman real estate development. He later established Portman Overseas to expand Portman's design influence and pursue international real estate development and property management. Jack established the first Portman office in Hong Kang in 1979 and was responsible for Portman's early entry into China in early 1980, at which time Portman Holdings became one of the first western development companies to develop real estate in China. He later established Portman offices in Warsaw, India and South Korea.

Jack, a licensed architect, holds a B.S. degree in architecture from the Georgia Institute of Technology and a Master's degree in architecture from the Graduate School of Design, Harvard University.

Speakers

Nathan Regan

Senior Vice President, Economic Development

Nathan Regan serves as Senior Vice President of Economic Development at Invest Atlanta, leading the agency's Small Business Development, Innovation & Entrepreneurship, Business Retention & Expansion, Foreign Direct Investment (FDI), and Creative Industries efforts.

Before joining Invest Atlanta, Nathan worked in both private industry and the public sector, serving as a Legislative Fellow to a Member of the U.S. House of Representatives and as a Senior International Investment Specialist in the U.S. Department of Commerce's SelectUSA unit. Accomplishments include $500 million of FDI and creating more than 1,000 jobs, having served as liaison with state and local economic development agencies and managing FDI projects from Europe.

Prior to his federal service, Nathan served as Commercial Attaché with the French Consulate in Atlanta and as Senior International Trade Specialist with the Danish Trade Council, responsible for creating more than 30+ Atlanta-based companies and generating 200+ jobs in the metro area.

Nathan earned a BA in Political Science from Furman University and a Master of International Public Policy from Johns Hopkins University. He is a member of the International Economic Development Council.

Martin Richenhagen

Chairman, President & CEO
ACGO Corp.

AGCO Chairman, President and CEO Martin Richenhagen was the first and for many years the only German CEO of a US Fortune 500 company. Born and raised in Cologne, he studied theology, philosophy and worked as a French teacher, before he changed fields and started a successful international business career.

Since 2004 Mr. Richenhagen is the head of the Atlanta-based agricultural equipment manufacturer AGCO Corporation, which sells its products under the well-known brands Challenger®, Fendt®, Massey Ferguson®, Valtra® and GSI®. Mr. Richenhagen is the industry expert on all agribusiness matters and frequently speaks at conferences, universities and business summits.

Mr. Richenhagen currently serves on the Board of Directors of PPG Industries and Linde PLC. As of May 1, 2020, Mr. Richenhagen serves as the Chairman of the Board of Trustees of the American Institute for Contemporary German Studies at Johns Hopkins University (AICGS). He served as the Chairman of the German American Chambers of Commerce of the US (GACCs) and was a member of the President's 'Advisory Council on Doing Business in Africa'.

in 2016, Mr. Richenhagen received an honorary PhD from Szent István University, Gödöllő, Hungary.

Andrew Staunton

British Consul General in Atlanta

Andrew Staunton took up his appointment in Atlanta as Her Majesty's Consul General in June 2018. Andrew is the senior UK government representative in the Southeast United States responsible for relations with the states of Georgia, Tennessee, North Carolina, South Carolina, Mississippi and Alabama. His team promotes UK-US trade and investment, supports British nationals, conducts public diplomacy on key issues, and builds scientific and research co-operation. He also sits on the Marshall Scholarship selection committee.

Before taking up his posting in Atlanta, Andrew served four years as Deputy Head of Mission and Economic Counsellor at the British Embassy in Athens. He was also Deputy Head of Mission at the British Embassy in Dublin from 2009 to 2013. Throughout both of these postings, Andrew's main focus was on the economic crises in Greece and Ireland, boosting bilateral relations, promoting the UK's interests, and working on a range of issues linked to the European Union. Prior to this, Andrew worked in the Foreign Office as Deputy Director responsible for Security.

Andrew joined the UK's diplomatic service in 1987. He has also served overseas in China, France, Romania and Canada.

Thomas Strauss

Southern Regional Director
US Commercial Service

Tom Strauss is the Southern Regional Director for the U.S. Commercial Service, leading 30 International Trade Specialists to assist U.S. companies to succeed abroad.

Prior to moving to Atlanta, Tom was a National Director in Washington, D.C. overseeing 48 Export Assistance Centers in the Eastern part of the country. Preceding that position, he directed the office in Kansas City and was an International Trade Specialist in Tulsa. He worked on temporary duty assignments as Acting Senior Commercial Officer in the U.S. Embassies in Hungary and Portugal, as well as managing special projects in Mexico City.

He holds a Bachelor's degree in Business Administration from Drury University and an MBA, emphasizing International Management and Marketing from the Thunderbird School of Global Management. He is certified as a professional coach and successfully completed the Senior Executive Service Candidate Development Program.

Tom has traveled for business and pleasure to 75 countries on six continents. He started his career working in the international divisions of Sherwood Medical Company and Alco Controls Company in St. Louis.

He speaks Spanish fluently and is conversational in French and Portuguese.

Anat Sultan-Dadon

Consul General Israel

Anat Sultan-Dadon assumed her role as the Consul General of Israel to the Southeastern United States in July 2019.

Consul General Sultan-Dadon joined the Israeli diplomatic corps in 2004. She has extensive experience working for the Ministry of Foreign Affairs and has held various posts and positions in Israel and abroad. She has held positions at the Israeli embassies in Cameroon, Germany, the Netherlands and most recently in Canberra, Australia. In the Ministry of Foreign Affairs in Jerusalem she has held positions in the Euroasia Division and the Asia-Pacific Division.

Consul General Sultan-Dadon has a bachelor's degree in psychology and education from The Hebrew University in Jerusalem as well as a masters in criminology from the same institution.

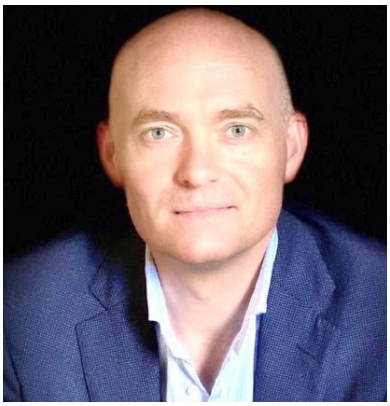
Consul General Sultan-Dadon is joined by her husband, Yaron, and their three daughters.

George Tracy

Director, International Trade Administration, US Foreign Commercial Service

George Tracy is Director of the International Trade Administration (ITA), U.S. Foreign Commercial Service in Atlanta, Georgia. Prior to joining ITA, he was Director of Professional Services at ServiceNow, Vice President of Global System Solutions at ETI, Regional Manager for Latin America at Oracle, and Practice Manager for BDO Siedman's International Business Services Group, supervising Senior and Principal Consultants throughout the South Eastern U.S. and Latin America. George has led various teams over the years in the development of best practice engagement methodologies related to optimization of international business operations and multi-national customer engagements. George earned a BBA from James Madison University in International Business and Economics, and holds an MBA from Thunderbird, School of Global Management. He is also a certified Agile Practitioner (ACP) and Project Manager (PMP) from the Project Management Institute, a certified SixSigma consultant, and a Certified Global Business Professional (NASBITE).

Speakers



Robin van Puyenbroeck

Executive Director-Business Development

Robin van Puyenbroeck recently joined the World Trade Centers Association (WTCA) as Executive Director-Business Development, working closely with the association's global team and its Board of Directors and Regional Advisory Councils to strengthen and expand the WTCA's network, facilitating international business connections around the world.

Previously, Robin worked as an international business and partnerships consultant, counseling clients on strategic communications, political and organizational strategies, as well as business transactions that require a deep appreciation of markets and geopolitical context. Leveraging his expertise in the Middle East and Central Asia he advised organizations, from emerging market corporations to policy think tanks, on strategic reviews, investment promotion campaigns, market introductions and business development.

Robin has leadership experience in the IGO/NGO sector, including his current roles as Under-Secretary-General for the EUCLID Intergovernmental Organization, and as Executive Vice President & Treasurer of the United Nations Association of New York. He speaks five languages (Dutch, English, French, Spanish, German) and has traveled extensively internationally on business.

Robin holds J.D. and LL.M. degrees in international law from Ghent University and Université Libre de Bruxelles in Belgium.

Bob Varnadoe

Chief Information Security Officer
NCR Corporation

Bob Varnadoe is Chief Information Security Officer for NCR Corporation, responsible for overall information security and operational/IT aspects of NCR's privacy program, IT risk management, and compliance company-wide, training and awareness for information security, and oversight of the deployment of security technologies. Bob works with NCR's lines of business, Professional Services, Legal, Internal Audit, Customer Services and HW/SW Engineering to develop and build out the company-wide strategy for information security, and represents the IT organization in NCR's Enterprise Risk Management committee.

Prior to NCR, Bob was with Fiserv Corporation, responsible for information security within Fiserv's corporate risk organization. His team was responsible for information security oversight, governance, and strategy across Fiserv's business units. Bob has led teams focused on information security engineering and operations for network infrastructure, distributed systems, mainframe systems, application security testing and consulting, information security strategy, and built Fiserv's security operations center.

Bob has over 25 years of experience in data networking and information systems, 20 years of which were spent exclusively in the security field. Bob holds a Bachelor's Degree in Electrical Engineering from the Georgia Institute of Technology.

Cesar Vence

City of Atlanta
Mayor's Office of International Affairs
Deputy Director

Cesar joined the City of Atlanta Mayor's Office of International Affairs (MOIA) in January 2019, where his focus is to position Atlanta as global hub for commerce, innovation, sports, education, culture, and diplomacy. Cesar works closely with Atlanta's international community, including the consular corps and the bilateral chambers of commerce, as well as foreign partners to promote Atlanta. Cesar oversees MOIA's economic diplomacy efforts, including trade promotion and global positioning of Atlanta, supporting Atlanta-based companies with their international strategies. Cesar also works closely with local economic development partners to promote Atlanta's diverse industries and position the region as the best destination for FDI.

Prior to MOIA Cesar worked as Senior Project Manager for Business Attraction and Coordinator for Business Retention and Expansion at Invest Atlanta where he supported over 170 businesses in the City of Atlanta representing over $150 million in revenue and was an integral part on the expansion and attraction of several companies to the City of Atlanta.

Cesar graduated from George Mason University with a B.A. in Latin American Studies and has a Master's in International Relations from American University School of International Studies.

Mary Waters

Deputy Commissioner
International Trade
Georgia Department of Economic Development

Mary Waters serves as Deputy Commissioner, International Trade for the Georgia Department of Economic Development. In this role she oversees the state's International Trade program which provides services that contribute to the expansion of Georgia's exports, the creation and retention of jobs attributable to exports and the continued internationalization of Georgia's economy. The state's international trade program assists companies with exporting and matches Georgia suppliers with international buyers.

From 2008 to 2013, Mrs. Waters served as Senior International Trade Manager with the Department's Global Commerce Division, managing medical and biotech exports statewide, and helping small and medium-sized healthcare companies successfully export to international markets.

Most recently, Mrs. Waters worked as an International Account Manager with Guided Therapeutics, Inc. a medical device manufacturer and exporter located in Norcross, Georgia. Mary was responsible for the Company's business development initiatives in Latin America and Africa.

A native Oregonian, Mary holds a Master of Arts in Latin American Studies from the University of Florida and a dual Bachelor's degree in Spanish and International Studies from Willamette University in Salem, Oregon. She speaks Portuguese and fluent Spanish.

John Woodward

Vice President, Global Commerce
Metro Atlanta Chamber
Atlanta, GA USA

A specialist in cross-border trade and investment, John Woodward is Vice President, Global Commerce at the Metro Atlanta Chamber (MAC), one of the oldest and largest chambers of commerce in the US. He oversees the international team in MAC's Economic Development division, assisting foreign-owned enterprises contemplating entry or expansion in the US and Atlanta-area companies exploring growth overseas.

In 20 years of economic development, John has advised hundreds of international companies relocating to or expanding within the US. This includes site selection consulting, market research, incentives guidance, real estate search, labor and wage analysis, and connections to relevant corporate, government and academic parties.

Prior to MAC, John was Director of the Department of Economic Development for the City of Richmond, Virginia.

A frequent speaker on international economic development, John presents regularly at foreign investment seminars in Europe and Asia and is a guest lecturer at universities in Atlanta. He serves on numerous boards, including the Atlanta Convention & Visitors Bureau and several bi-national chambers of commerce.

John holds a BSFS from Georgetown University School of Foreign Service, and an MBA from NYU Stern School of Business.

Henry Yu

President National US Hong Kong Business Assoc.

Henry Yu, born and educated in Hong Kong, is an experienced and versatile Global Business Executive passionate about bridging US and Asian business. With over 20 years of coverage of Emerging Markets and over 30 years of coverage of Asia, Henry has many corporate and bank clients in most Emerging Market economies. He is a regular speaker and guest lecturer at both US (Emory, Ga Tech, Vanderbilt, etc.) and Chinese universities.

A retired 36-year banking veteran, Henry is currently President of HK Association of Atlanta and President of the National US Hong Kong Business Association. An Advisor to The National Association of Chinese-Americans, Henry is an Independent Board member of a Chinese company listed on the Nasdaq. Henry is also a Senior Advisor of ChinaPlus Capital Ltd., an investment boutique firm in Shanghai. Henry was the first and only foreign banker in 2009 and 2010 traveling with China's Central Bank to promote RMB Internationalization and Commercialization in Europe and in Asia. Henry received his degrees from the University of Michigan and the University of Detroit.

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