



SIDO

BEST PRACTICES & TRAINING FORUM

2021

Aug. 16-18 | Detroit, Michigan
www.sidoamerica.org



Annual SIDO Best Practices and Training Forum

August 16-18, 2021

Detroit, Michigan

Conference Venue and Hotel

*Detroit Marriott at the Renaissance Center
400 Renaissance Dr W
Detroit, Michigan 48243*

DAY 1 • Monday, August 16

MONDAY, August 16

Detroit Marriott at the Renaissance Center – Mackinac Ballroom, 5th Floor

- 9:00 – 12:00 pm **SIDO Board Meeting and Lunch** *(invite only)*
- 11:00 am **Registration Open**
- 1:00 – 1:10 pm **Welcome**
- 1:10 – 1:40 pm **Michigan Trade Office**
 - Michigan Economic Development Corporation (MEDC)
- 1:40 – 2:10 pm **North America Trade: USMCA One Year Later**
 - Fernando Gonzalez Saiffe, Consul of Mexico in Detroit
 - Brad Niblock, Consul and Senior Trade Commissioner, Consulate General of Canada in Detroit

- 2:10 – 3:00 pm **Changing Operations and Navigating the Virtual World**
States will discuss how they have adjusted their operations and programs during the pandemic.
 - Stephanie Agee, Virginia
 - Aaron Starks, Utah *(virtual)*
 - Tom Bainbridge, Ohio

- 3:00– 3:20 pm **Outdoor Networking Break**
42 Degrees North Patio, 3rd Floor

- 3:20 – 4:10 pm **E-Commerce and Digital Tools**
States will discuss how they have utilized e-commerce platforms and other digital tools.
 - *Intro: John Worthington, IBT Online*
 - Caitlin Lizarraga, West Virginia
 - Roger Howard, Indiana
 - Norris Thigpen, South Carolina

- 4:10 – 4:30 pm **Closing Remarks - The Current State of Global Affairs**
 - Brent McIntosh, The Council on Foreign Relations *(virtual)*

- 4:30 - 5:30 pm **Outdoor Welcome Reception**
42 Degrees North Patio, 3rd Floor

DAY 2 • Tuesday, August 17

TUESDAY, August 17

Detroit Marriott at the Renaissance Center– Mackinac Ballroom, 5th Floor

- 8:00 am **Breakfast**

- 8:30 – 9:30 am **Market Updates - Around the World in 60 Minutes**
Country experts will provide updates on the current trade environment and market opportunities.
 - Ludovic Ortuno, CIDEP
 - Gloria Garcia, BMT Global
 - Michael Hirou, Tractus Asia
 - Fabio Yamada, Tradebrz/IBG Global Brazil *(virtual)*
 - Dr. Linda von Delhaes-Guenther, AHP International/IBG Global Germany *(virtual)*

- 9:30 – 9:50 am **Outdoor Networking Event**
42 Degrees North Patio, 3rd Floor
- 9:50 – 10:00 am **Quebec and the United States: Prospering Together**
 - Jean-François Houde, Québec Government Office in New York and Washington
- 10:00– 11:00 am **State Virtual Trade Events – Lessons Learned and Best Practices**
 - Manny Mencia and Mike Schiffhauer, Florida
 - Emily Desai, California
 - Alexa Byers, Oregon (*virtual*)
 - Christine Kratz, RX Global (*virtual*)
- 11:00 -11:15 am **Networking Break**
- 11:15 – 12:00 pm **Virtual Investment Attraction**
States will discuss best practices and lessons learned around using virtual events for investment attraction, including the SelectUSA Summit.
 - *Intro: Gareth Hagan, OCO Global (virtual)*
 - Vickie Watters Martin, Mississippi
 - Jessica Reynolds, Maryland
 - Elise Buchen, Minnesota
- 12:00 pm **Lunch**
- 12:45 – 1:45 pm **Supply Chain Logistics and Resiliency Initiatives**
States will discuss how they are navigating the supply chain challenges and their post-COVID recovery strategy.
 - *Intro: Ingrid Vanderveldt, Empowering a Billion Women (EBW)*
 - Larry Collins, Louisiana
 - Andrew Deye, Jobs Ohio
 - Mike Hubbard, North Carolina
- 1:45 – 2:00 pm **Networking Break**
- 2:00 – 2:15 pm **International and Subnational Diplomacy**
 - Meghan Hagberg, the Business Council for International Understanding (BCIU) (*virtual*)

- 2:15 – 2:30 pm **SIDO Corporate Social Responsibility Initiative**
 - Dr. George Samson, President & CEO, World Medical Relief

- 2:30– 2:45 pm **Networking Break**

- 2:45 – 3:15 pm **The Federal Trade Agenda with the CSIS Trade Guys** *(virtual)*
 - Scott Miller, Center for Strategic & International Studies
 - William Alan Reinsch, Center for Strategic & International Studies

- 3:15 – 3:45pm **Thunderbird University and the Future of Trade** *(virtual)*
 - Dr. Jonas Gamso, Thunderbird
 - Sheridan Steinke, Thunderbird

- 4:00 – 4:30 pm **Closing Keynote: SBA Administrator Isabella Casillas Guzman**

- 4:30 – 5:30 pm **Outdoor Networking Event**
42 Degrees North Patio, 3rd Floor

DAY 3 • Wednesday, August 18

WEDNESDAY, August 18

Detroit Marriott at the Renaissance Center – Mackinac Ballroom, 5th Floor

STEP Training

****State Members Only***

- 8:00 am **Breakfast**

- 8:00 – 8:45 am **Individual Meetings with PMs**

- 8:45 – 9:00 am **SIDO Update - 2022 Agenda**

- 9:00 – 10:00 am **SBA Update on STEP, Agency Priorities, and Initiatives**
 - Michele Schimpp, Acting Associate Administrator, SBA
 - SBA STEP Team

- 10:00 – 10:30 am **Networking Break and Individual Meetings with PMs**

- 10:30 – 11:30 am **eCommerce – A Growing Must-Have for Export Success**
SBA and States will discuss best practices on utilization STEP grants, including e-commerce and virtual events
 - *Intro: Eddy Mayen, SBA*
 - William Spear, New Jersey (*virtual*)
 - Nicole Sherwood, Utah
 - Aaron Franke, SBA STEP Program Manager

- 11:30 – 12:00 pm **Networking Break and Individual Meetings with PMs**

- 12:00 pm **Lunch Roundtable Discussion – the National Export Strategy**
 - Pat Kirwan, Trade Promotion Coordinating Committee
 - Tricia Van Orden, Trade Promotion Coordinating Committee
 - Jacqueline Vitello, SelectUSA

- 1:00 – 2:00 pm **Underserved Business– Outreach Practices and STEP Utilization**
SBA and States will discuss best practices on utilization of STEP grants, and their outreach to underserved businesses
 - *Intro: Eddy Mayen, SBA*
 - Mary Woods, Virginia
 - Andrew Borst, Ohio
 - Natalie Sandborn, Michigan
 - SBA STEP Team

- 2:00 – 2:30 pm **Networking Break and Individual Meetings with PMs**

- 2:30 – 3:45 pm **Looking Ahead – Best Practices and Recommendations**
 - *Intro: Eddy Mayen, SBA*
 - Tina Salisbury, Idaho
 - Mindy Weth Fryer, Texas (*virtual*)
 - Beth Pomper, Delaware (*virtual*)
 - SBA STEP Team

- 3:45 pm **Closing Remarks**
 - Michele Schimpp, Acting Associate Administrator, SBA

- 4:00 pm **Conclude**



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For more information, contact us:



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Trade

- Partner of choice for 1000s of companies as they expand globally
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Investment

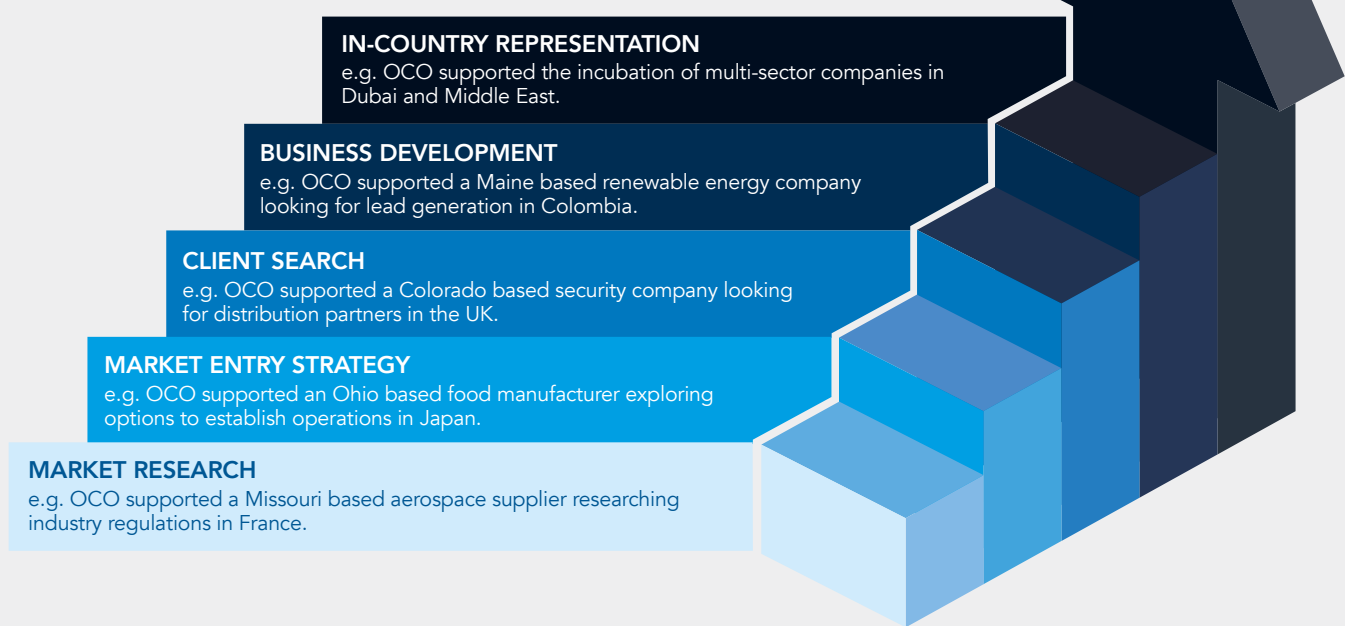
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Velociti

- Only available technology platform that supports both Trade and Investment teams
- Advanced data-mining techniques combined with machine-learning algorithms calculate company ratings for FDI opportunities
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OCO's International Trade Team follow a stepped process that will generate revenue for your clients.



OCO can help you and your clients go global via:

- Site Selection Services
- Global Market Entry Strategies
- Distribution and Partner Identification
- Business Development Campaigns
- Trade Mission Matchmaking
- Sales Representation
- Prioritizing Trade and Investment leads with Velociti

We can have tailored solutions that support companies Assess, Enter and Grow into new markets. With offices in Latin America, Europe, the Middle East, Asia and here in the US, we can help you achieve success across the world.

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Adrian Viller
Online Business Development Director

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-  Book a meeting

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Countries

65+

Target Markets

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Resources

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93

Net Promoter Score

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Recommended IBT Online

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Adrian Viller

Online Business Development Director

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 Book a meeting



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ABOUT US


For the past 15 years, we have been a one-stop boutique consulting firm specialized in FDI Attraction and Export Development Services for US States and Regional EDOS.

OUR SERVICES

- ✓ **Export Development**
Personalized business development services from market intelligence to (V)B2B, Trade Shows & local incubation. We convert prospects into sales.
- ✓ **FDI Attraction & Lead Generation**
Identify, qualify and connect our clients with the specific growing companies that will fit in their value chain.
- ✓ **In-Market Representation**
We become the extension of your business development team to locally generate investment and job creation.

CONTACT OUR TEAM

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OUR SIMPLE & TRANSPRENT PROCESS

IDENTIFY

We provide actionable market reports for your exporters. We identify the right resources in the market for SMEs looking to export to new markets or reinforce their market shares . For them, we track industry trends, regulations, top trade shows, and much more.



QUALIFY



We have the resources to quickly identify knowledgeable partners, distributors & end users, qualify them to rapidly integrate your network and involve them to sell and distribute your products.

CONNECT

We assure on-site matchmaking during trade missions, trade shows & events. Trade missions are the perfect example of the combination of all our experience and flawless execution. We have dozens of Trade Missions under our belt, Governor led, multi-sectors and with over twenty participants.



KEY CANADIAN TRADE SHOWS IN 2021-22

Canada is the U.S.'s largest customer, purchasing US\$360.4 billion in goods and services in 2019. In fact, Canada buys more from the United States than does any other nation – including all 28 countries of the European Union. *Source: Government of Canada.*

Since borders between the US & Canada are anticipated to reopen soon, our team will be able to support virtual, presental and hybrid busines development services for US exporters at major Canadian Trade Shows, such as the ones listed below.

DATES	EVENT NAME	LOCATION	INDUSTRY
September 2021	SIAL Montreal	Montréal, QC	Food
September 2021	Global Petroleum Show	Calgary, AB	Energy / Advanced Manufacturing
September 2021	Waste & Recycling Expo	Toronto, ON	Clean Tech
October 2021	iTech	Toronto, ON	IT
October 2021	Aeromart Montreal	Montréal, QC	Aerospace
November 2021	AIAC	Ottawa, ON	Aerospace
December 2021	Construct Canada	Toronto, ON	Construction
February 2022	BUILDEX Vancouver	Vancouver, BC	Construction
February 2022	Restaurant Show	Toronto, ON	Food
March 2022	PDAC	Toronto, ON	Mining
June 2022	Fabtech Canada	Toronto, ON	Advanced Manufacturing



10 offices

Hong Kong & Shanghai, **China**. Chennai & Delhi, **India**.
Jakarta, **Indonesia**. Yangon, **Myanmar**. Singapore.
Bangkok, **Thailand**. Ho Chi Minh, **Vietnam**. Los Angeles, **USA**.



Building Business in Asia

Tractus Asia is a management consulting company focused on assisting foreign investors achieve success in Asia.

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with foreign direct investments

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of foreign direct
investment supported by
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private sector clients

1000⁺ projects completed
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ACCELERATE GROWTH

REDUCE RISK

MAXIMIZE ROI

WHO WE ARE

IBG Global is your guide to success in international business development. We are a partnership of private consulting firms assisting organizations to meet and exceed their export trade and foreign direct investment objectives. We have:

- In-market presence in **62 locations worldwide**
- Expertise across **200+ international markets**
- Qualified **international sales leads** and **market research** capabilities
- **Proven track record** – completing projects for **50,000+ different companies** globally to date
- Wealth of experience in **international business development** to help you achieve **global business success**

WHERE WE ARE



WHAT WE OFFER

MARKET RESEARCH

We have expertise in:

- Defining market opportunities
- Developing tailored market entry strategies
- Product and competitor analyses

EXPORT PROMOTION ASSISTANCE

Over 300 years of combined in-country experience qualifying:

- Agents
- Importers
- Distributors

PRODUCT SOURCING

We can assist in:

- Identifying new supply chains
- Finding new products for you to represent
- Offshoring manufacturing

FACILITATING JOINT VENTURES

We have helped **hundreds of companies** identify appropriate JV partners across:

- Product development
- Manufacturing
- Financing and marketing

TRADE MISSIONS & EVENTS

We have delivered **over 2,000 trade missions**.

- Single and multi-sector missions
- Event and non-event centered
- Government official or agency led
- Virtual trade missions

FDI PROMOTION

We assist government agencies to meet **investment targets** by:

- Identifying and qualifying companies seeking to expand internationally
- Attracting international companies and creating new jobs

WHERE WE ARE

AFRICA · MIDDLE EAST

Middle East

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AMERICAS

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EXHIBIT WITH KALLMAN FOR CONNECTIONS THAT CLICK.

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EXCLUSIVE SERVICES

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The USA Partnership Pavilion is America’s on-site headquarters at live trade events around the world, covering Aerospace; Defense; Maritime; Medical; Mining; Oil & Gas; and Food industries. The Pavilion presents the perfect platform for business, maximizing U.S. exhibitor exposure and creating a networking forum.

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EVENTS

As an exhibitor you have exclusive access to USA Partnership Pavilion events, including our Opening Ceremony and Ribbon-Cutting, off and on-site hospitality receptions, business and market insight briefings, and special presentations.

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Every USA Partnership Pavilion is staffed by an experienced event team dedicated to your success. Whether you need a liaison to the organizers, tech support, a contractor, caterer, translator, printer, or help tracking down a shipment... we’re here to help.

COVID-19 SAFETY

The comfort and wellbeing of all our clients is very important to Kallman Worldwide. You can rest assured that the USA Partnership Pavilion will be designed and managed in line with any Organiser regulations and in-country COVID regulations or guidelines, supplemented by our own additional precautions.



Connect with Kallman Worldwide at the *SIDO Best Practices Conference 2021* by contacting:



PETER MCKENNA
VICE PRESIDENT, *Business Development*
PeterM@kallman.com • Mobile: +1 (202) 441 7199



www.kallman.com



DIGITAL TRADE MISSIONS (DTM)

Our Digital Trade Missions dive even deeper into connecting you with business. These interactive group and one-on-one exchanges are held with international buyers who have identified specific requirements and allow you to pitch directly for their business. Working in collaboration with various State Economic Development Agencies, in many cases, the costs for the Digital Trade Missions is being subsidized by available grant money.

THE SHOWCASE SERIES™

The SHOWCASE™ series – the world’s first Commercial Media Platform (CMP) – combines the proven strength of trade shows with the power, flexibility, and speed of the internet, bringing specific industry buyers and sellers together in an efficient, effective, and secure online environment. Purpose-built to facilitate commerce and trade, industry executives can connect with global buyers and do business 24 hours a day, 365 days a year, anywhere in the world. Healthcare and Aviation, Defense, Maritime, and Security U.S. industry SHOWCASES™ have already been successfully launched and are working to support the USA Partnership Pavilion through phygital activity prior to and during the live exhibitions.

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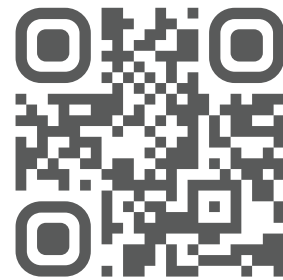


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- ✓ **Easy to use, powerful query tool** with customizable retrieval lists (e.g. tariff lists), helpful filters, drill-downs and common download formats.
- ✓ **Unique analytical tools**, providing insight into evolving market conditions.
- ✓ Decades of dedication to the **highest level of customer support** – our team is at your side!
- ✓ **Competitive pricing** – with no additional costs per year or country, we are committed to finding a right-fit package for your needs and budget.

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We would love to give you a tour of the **WISERTrade** platform – there's no better way to evaluate the fit than to see it in action. Please reach out to us at 413-282-8182 or info@wisertrade.org. We look forward to hearing from you! (We also encourage you to ask your peers about their experience with **WISERTrade**.)

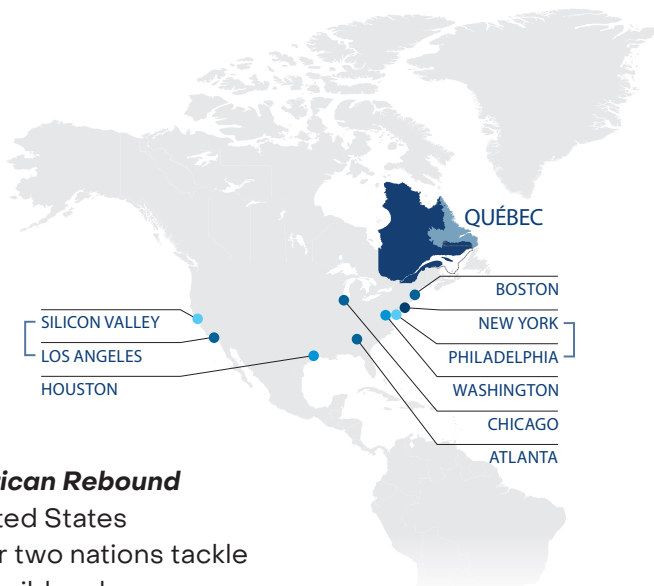
Québec successful



Downtown view of Montréal
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QUÉBEC IN THE UNITED STATES

- Québec has the largest presence of any Canadian province in the United States, with nine offices across the country. With **\$45 billion** exchanged in bilateral trade, Québec is the United States' 10th largest trading partner. This includes **\$2.5 billion** spent each year by Quebeckers travelling to the United States. It is fueled by more than **12,000 Québec companies** doing business in the United States and creating over **255,000 American jobs**.
- With this economic interconnection in mind, the **North American Rebound** was launched by leading trade voices in Canada and the United States to stand strong for a common cross-border response, as our two nations tackle the COVID-19 pandemic and help our shared economies rebuild and recover.



We encourage you to reach out to the Québec Government Office in your region and to sign on to the *North American Rebound* at northamericanrebound.com, so we can continue to prosper together.

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Orbis Crossborder Investment looks at globalization via projects and deals, and delivers information on the companies behind these investments – both listed and private. It tracks information daily, and monitors announced, completed and cancelled/withdrawn projects and deals, as well as rumours and intentions.

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- Crossborder M&A deals – defined as having more than 10% foreign ownership and including acquisitions, mergers, demergers, joint ventures and minority stakes

And covering:

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Who we are?

We are a Business, Marketing and Trade consulting firm with experience and proven methodology in delivering measurable results to Economic Development Organizations (EDOs), private and public sector companies seeking to access Latin-American markets.

Our business model provides an excellent platform through which we regularly access our extensive networks and strategic partnerships to rapidly augment our team with complimentary talent and expertise to meet the needs of our clients.

Our business experts have more than twenty years' experience offering specialized services to foreign companies and organizations to facilitate the success in new markets.

Global BMT Consulting has built its brand name based on the working methodology, quality analysis, operation flexibility, focusing on hands-on business projects, and delivering results on time and on target. BMT's client base is solid and well diversified, we have a track record of re-engagement with clients who utilize our services repeatedly and highly recommended us to other potential clients.

Helping international companies to expand to Latin America

Based in Mexico City, Global BMT knows and understands the Mexican market and provides integral, practical solutions to adapt and take advantage of the business environment. Established in 2004, GBMT has excelled in helping our clients achieve economic development goals and internationalization targets. During our twelve years of hard work we have developed long term relationships with all our clients. Our core business is to provide tailored market entry consulting services to Federal, Provincial, Local government agencies and/or individual foreign companies.



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