

CompTIA.

# 12th Annual CompTIA Global Trade Compliance Best Practices Conference

September 18, 2018  
San Diego, CA

Hosted By:

Qualcomm

Partners:



# Agenda

8:00 – 8:30 am	Registration, Breakfast and Networking
8:30 – 8:35 am	Welcome from Qualcomm
	Christine Denny, Director, Import Compliance and Indirect Tax, Qualcomm
8:35 – 8:40 am	Welcome from CompTIA
	Ken Montgomery, Vice President, International Trade Regulation and Compliance, CompTIA
8:40 – 8:45 am	Opening Remarks from the Conference Chairperson
	Andrea Appell, Director, Global Trade Compliance, NetApp
8:45 – 9:45 am	Panel 1: Pro-active Trade Policy Management in the Post-Globalization Era
<p><b>Moderator:</b> Carolyn Muhlstein, Senior Manager, Americas Trade Compliance, Cisco Systems</p> <p><b>Panelists:</b> Meg Hardon, Head of Government Relations, Infineon Technologies</p> <p>Stefanie Holland, Director, International Government and Regulatory Affairs, CompTIA</p> <p>Jill Mares, Director, Global Trade, BD</p>	<p><i>How can you stay abreast of trade policy changes and manage risk?</i></p> <p>The US administration is disrupting long held practices regarding free trade. In this dynamic environment, trade professionals must assess the risks and opportunities policy changes present for their companies. Doing so can be difficult given the high stakes and the complexity of the rules.</p> <p>We'll discuss:</p> <ul style="list-style-type: none"> <li>• Developments on Section 201, 232 and 301 investigations, tariffs and free trade agreement negotiations</li> <li>• How companies are staying abreast of and communicating trade policy changes and implications</li> <li>• How companies are assessing risks and opportunities associated with these changes</li> </ul>
9:45 – 10:00 am	Break
10:00 – 11:15 am	Panel 2: An Era of Trade Enforcement
<p><b>Moderator:</b> Karen Murphy, Vice President, Global Trade, flex</p> <p><b>Panelists:</b> Christine Denny, Director, Import Compliance and Indirect Tax, Qualcomm</p> <p>Kathleen Gebeau, Senior Director,</p>	<p><i>Remaining compliant as the United States' trade policy continues to push boundaries.</i></p> <p>With such a varied and ever-changing landscape as discussed in our first panel, how can you be sure you're keeping your company compliant? Rest-assured, our esteemed panelists have come together to help you navigate through the tangle of new trade policy initiatives to ensure you don't end up tomorrow's headline.</p> <ul style="list-style-type: none"> <li>• Complying with Administrative actions, new regulations, legislation such as FIRRMA, and understanding the actual impact to your business as well as providing practical advice for keeping stakeholders calm.</li> </ul>

<p>Export Compliance, Qualcomm</p> <p>Bruce Leeds, Senior Counsel, Braumiller Law Group</p> <p>Steve Lita, Manager, Trade Taxes and Export Controls, ASML US</p>	<ul style="list-style-type: none"> <li>• Understanding the current sanctions regime and best practices for ensuring compliance with BIS, OFAC and CBP laws and regulations, from supply chain requirements through customer screening.</li> <li>• Discussion of key themes across recent enforcement actions and enhancements you can make to your compliance program to avoid the same.</li> </ul>
<p><b>11:15 – 11:45 am</b></p>	<p><b>Keynote Speaker: TBD</b></p>
	<p>Jim Van Eenenaam, Director, International Trade Compliance, General Atomics</p>
<p><b>11:45 am – 12:45 pm</b></p>	<p><b>Networking Lunch</b></p>
<p><b>12:45 – 2:00 pm</b></p>	<p><b>Panel 3: Europe – From Brexit to GDPR – Understanding the Implications to Trade Compliance</b></p>
<p><b>Moderator:</b> Larry Disenhof, Group Director, Export Compliance and Government Relations, Cadence Design Systems</p> <p><b>Panelists:</b> Lynlee Brown, Senior Manager, Global Trade, EY</p> <p>Chris Burns, Senior Customs Compliance Manager, Intel Corporation</p> <p>Heather Sroka, Senior Corporate Counsel, Compliance, Arm Limited</p>	<p><i>Ensuring Trade Compliance stays current with European regulations.</i></p> <p>Compliance to regulations doesn't end at the U.S. border, nor are we limited to complying with just direct trade regulations. We'll discuss the latest developments in the EU as they apply to trade professionals.</p> <ul style="list-style-type: none"> <li>• We'll explore GDPR and how it applies to your screening and record-keeping for transactions involving European citizens.</li> <li>• We'll review the latest news on Brexit, and what you should know to prepare, from determining where to land goods to what licenses or OGELs might need updating.</li> <li>• We'll discuss ongoing updates to EU and Russian Customs processing automation.</li> </ul>
<p><b>2:00 – 2:15 pm</b></p>	<p><b>Break</b></p>
<p><b>2:15 – 3:15 pm</b></p>	<p><b>Breakout Session 1</b></p>
	<ul style="list-style-type: none"> <li>• Deemed Export Drama: The Good, the Bad, the Ugly</li> <li>• Is the ITAR still a 4 letter word?</li> <li>• You're Doing What???</li> <li>• Metrics and Risks</li> </ul> <p><i>Session descriptions listed below.</i></p>
<p><b>3:15 – 3:30 pm</b></p>	<p><b>Break</b></p>
<p><b>3:30 – 4:30 pm</b></p>	<p><b>Breakout Session 2</b></p>

	<ul style="list-style-type: none"> <li>• Deemed Export Drama: The Good, the Bad, the Ugly</li> <li>• Is the ITAR still a 4 letter word?</li> <li>• You're Doing What???!</li> <li>• Metrics and Risks</li> </ul> <p><i>Session descriptions listed below.</i></p>
<b>4:30 – 4:55 pm</b>	<b>Best Practices and Key Takeaways from Breakout Sessions</b>
<b>4:55 – 5:00 pm</b>	<b>Closing Remarks from the Conference Chairperson</b>
	Andrea Appell, Director, Global Trade Compliance, NetApp
<b>5:00 – 7:00 pm</b>	<b>Optional Networking and Social Gathering</b>
	Qualcomm conference rooftop

**Breakout Session Topics**

**Deemed Export Drama: The Good, the Bad, the Ugly**

Are you facing challenges of licensing delays, restrictions and denials more so than before? Have you found yourself in situations where you have too many licenses to manage, you lose track, or let some “slip through the cracks”? Have you ever considered applying for a site license to ease the number of licenses you need to apply for every year? With the new administration and political environment, there are more and more challenges pertaining to deemed export licenses and technology controls. Please join our round table discussion to share your deemed export “drama” and benchmark best practices with your peers from other companies and industry associations.

**Is the ITAR still a 4 letter word?**

*Working toward a kinder, gentler ITAR*

The USML saw, and continues to see, a massive shakeup due to Export Control Reform, and proposed changes to defense services, cloud computing, and various exemptions may alter how US companies work with the ITAR. But have these changes made the ITAR any less of a dark and scary place? What changes could still be made to the ITAR that would achieve the government’s goals and make it easier to comply with? Come discuss these ideas with your peers at our roundtable.

**You’re Doing What???!**

*How and why you should stay on top of what’s being developed in your company.*

Two minutes before shutting down for the night, an urgent email pops into your inbox. A business unit you’ve never heard of needs to immediately ship a prototype of their latest product you’ve never heard of to a customer in a controlled country. The shipping department told them to call you to get an ECCN and HTS, which the business unit has never heard of. They describe their product that they’ve been working on for over a year, and your only response is, “You’re doing WHAT???!” ---- but then you wake up and it was all just a nightmare... or was it? Join this round table and share great ideas for how you stay on top of the business, inject trade compliance into your company’s culture, and communicate trade news that is relevant to the company. Or, if you think this nightmare has good chance of actually happening to you, come join this discussion and get pointers for how to lessen those chances... and start sleeping better.

**Metrics and Risks**

The ability to identify and measure trade related risks enables companies to make better business decisions, stay compliant and avoid trade controversy. But how do you know if you are measuring what really matters? Join this round table to share ideas for how to effectively measure compliance, systems/tools your company uses to measure risk, and how to leverage trade data provided by government authorities. We’ll also discuss tax/customs authorities’ digitization initiatives, and whether or not these initiatives change the way you monitor and measure risk.