

US-COLOMBIA

Free Trade Conference 2012

*Defining the Next Decade in
US - Colombia Trade*

Partners:



International Trade Center
Providing Value. Delivering Results. Globally.



www.texastrade.org

The International Trade Center is partially funded by the US Small Business Administration.

US-COLOMBIA

Free Trade Conference 2012

Overview, Location and Registration

The US-Colombia Free Trade Agreement

will strengthen both the US and Colombian economies by increasing exports and imports. This landmark cooperative agreement is going to help define the next decade in US and Colombian international trade.

The event will attract over 100 small and medium-sized businesses. It will inform new-to-export and new-to-market firms on the current opportunities that exist in Colombia and how the US-Colombia Free Trade Agreement can make their products more competitive. A brief overview of common distribution channels, marketing, sales strategies, and best market opportunities will be included.

Date & Location:

February 16, 2012

DoubleTree Hotel, Airport

Reserve room: <http://j.mp/uscolombiafta>

37 NE Loop 410 (at McCullough)

San Antonio, TX 78216

(210) 366-2424

Information:

Contact Anabel Guerra

Email: anabel.guerra@utsa.edu

Phone: 210.458.2470

Registration:

Early Registration (through February 6th): \$50

Regular Registration (after February 6th): \$65

Online: <http://texastrade.org/training/us-colombia>

Phone: Call Anabel Guerra at 210.458.2470

Why Attend the Conference?

- Learn about the business opportunities for Texas and Colombia businesses;
- Gain real-world technical trade information from Colombian trade experts;
- Access one-on-one assistance from the International Trade Center and US Commercial Service Export Assistance Center.

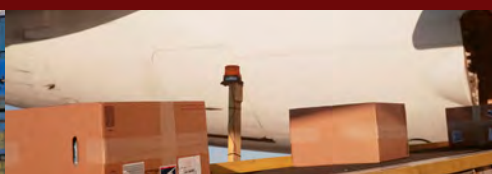
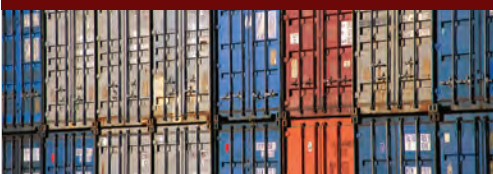
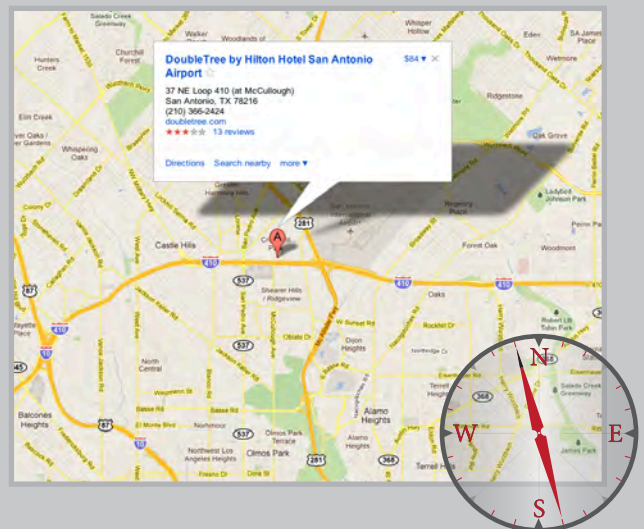
US Free Trade Conference Series

Panama and Korea conferences coming soon.

Follow the Conference on Twitter:



#USColombiaFTA



Conference Agenda:

7:30-8:00 am Registration & Continental Breakfast

8:00-8:20 am Welcome & Introduction

Jorge Canavati, Vice President of Business Development, Port Authority of San Antonio

8:20-10:00 am Panel: *Uncovering Opportunities in Colombia*

Colombia Free Trade Agreement

Maria Claudia Rojas, Executive Regional Representative, ProExport Colombia

Colombia Overview, Marketing & Distribution; Best Market Opportunities for Texas Companies

Cameron Werker, Senior Commercial Officer, US Commercial Service- US Embassy Bogota, Colombia

Logistics & Supply Chain

Robert Althuis, President, Lynxs Cargo Port Bogota

Q&A

10:00-10:15 am Networking Break

10:15-12:15 pm Panel: *How to Successfully Export to Colombia*

Finance and Payment Methods

Michael K. Jackson, Director, City/State & Trade Association Partners Export-Import Bank of the United States

Immigration and Visa Regulations

Ryan C. Chargois, Attorney, Foster Quan LLP

Small Business Colombian Export Successes

Gabriel Cuellar, VP Business Development, Fox Packaging

Small Business Colombian Export Successes

Carlos A. Silva, General Manager, UsaTeQ LLC

Small Business Colombian Import and Export Successes

Michael Leal, President/CEO, Astro Imports and Exports

Q&A

12:15-12:30 pm Break

12:30-02:00 pm Lunch & Keynote Speaker

Sean Mulvaney, Member of the Board of Directors, Export-Import Bank of the United States

02:00 pm Conference Conclusion

Optional One-On-One Export Assistance:

Meetings with Senior Commercial Officer of the U.S. Embassy Bogota, Colombia, International Business Consultants from the International Trade Center, an EX-IM Bank representative and a ProExport Colombia representative will be available after the program on a first-come-first-serve basis. Please contact Michael Rosales for more information at 210-228-9878.

Details subject to change.



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Our Sponsors

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Free Trade Conference 2012

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Sponsorship Opportunities

Sponsorship Levels & Benefits

	Title \$2,500	Elite \$1,500	Premier \$1,000	Exhibit Table \$300
Full-day passes per series	4	2	1	
Special mention from podium	✓	✓	✓	
Logo, URL/hyperlink on all promotional pieces	✓	✓	✓	
Name/logo recognition in event program	✓	✓	✓	
Company logo on texastrade.org	✓	✓		
Opportunity to hang a company banner at event	✓			
Company brochure included in event binder	✓			
List of conference attendees	✓			

Sponsorship Opportunities

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*Make checks payable to *The International Trade Center*.
 Complete and return via: **Mail:** Attn.: Anabel Guerra, International Trade Center, 501 W. César Chávez Blvd., San Antonio, Texas 78207; FAX: 210.458.2491; or CALL: 210.458.2470.
 For more information contact Anabel Guerra via **E-mail:** anabel.guerra@utsa.edu.