



AfrICANDO

20th Annual US-Africa Trade and Investment Conference/Trade Show

Making Technology Work for African Micro, Small, and Medium Enterprises (MSMEs), Globally

TUESDAY, SEPTEMBER 25, 2018

11:30 am -1:30 pm	Registration and Booth Assignments	Miami Airport Convention Center (MACC)
11:30 am -3:00 pm	Exhibitor Set-up	
3:30 pm - 6:00 pm	Tour of Miami Dade County <i>Sponsored by: Greater Miami Convention & Visitors Bureau</i>	
6:00 pm - 8:00pm	Dinner <i>Sponsored by: Greater Miami Convention & Visitors Bureau</i>	

WEDNESDAY, SEPTEMBER 26, 2018

8:30 am -7:00 pm	Registration/Exhibit Hall Open	Miami Airport Convention Center (MACC)
8:30 am -9:00 am	Continental Breakfast and Networking	
9:00 am - 10:00 am	Welcome Remarks Fred Oladeinde , President, The Foundation for Democracy in Africa (FDA) Dr. Gershwin T. Blyden , Chair, FDA Board of Directors William D. Talbert III, CDME , President and CEO, Greater Miami Convention & Visitors Bureau (GMCVB) Juan Kuryla , PPM Director, PortMiami Z. Joe Kulenovic , Vice President, International Operations, International Trade and Development, Enterprise Florida Otunba Toyin Akomolafe , National President, Nigerian-American Chamber of Commerce (NACC) Patricia Secke , President and Founder, Africa Femmes Performantes	
10:15 -10:30 am	Opening Remarks: Honorable Carlos Gimenez , Mayor, Miami Dade County	
10:40 am-11:40am	Marketing, Packaging and Branding: Effective Strategies for Competing in Today's Global Marketplace Marketing, Packaging, and Branding are all essential elements of the marketing mix. A well -conceived brand, soundly designed packaging, and other marketing tools can set your company a part from the competition, generate sales and build brand loyalty among your customers. This panel of distinguished marketing professionals will discuss packaging, branding, and other marketing tactics that can help MSME successfully compete in today's global marketplace. Moderator: Fred Oladeinde , President, The Foundation for Democracy in Africa (FDA) Panelists: Carol G. Rodriguez Calderon , CEO, Závázok Marketing, Packaging & Brand Consultants, LLC Tim Bascombe , President and CEO, World Food Connection(invited)	

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WEDNESDAY, SEPTEMBER 26, 2018

11:50 am - 12:50 pm	<p><i>The Future of Innovation Technology & Data in the Global Marketplace</i> Small businesses have less staff, fewer resources and often lower budgets. And many MSMEs find it extremely challenging to compete in the international marketplace, citing issues of high tariffs and financial risks among top challenges, in addition to the highly competitive nature of the global marketplace. Today, the convergence of the internet, global markets, and a rising international middle class, have allowed companies of any size to compete, globally, and. micro, small, and medium businesses (MSMEs) should take notice. Experts from the world of information technology will explore the future of innovation technology and data in the global marketplace, and will outline the significant role that customer relationship management, digital marketing, and e-commerce can play in leveling the playing field for MSMEs</p> <p>Moderator: Pete De La Torre, Managing Partner, Business Forum of Doral Panelists: Abdellatif Bedier, Chief Technology Officer, HUBB UCS Jose Matto, President, HUBB UCS</p>	
1:00 pm - 2:00 pm	<p><i>Luncheon</i> Moderator: Anthony D. Okonmah, Executive Director, Africa Trade Development Center (ATDC)</p> <p>Honorable Audrey M. Edmonson, Commissioner District 3, Miami Dade County Honorable Dennis C. Moss, Commissioner District 9, Miami Dade County Honorable Emmanuel Jime, Managing Director, Nigeria Export Processing Zones Authority</p>	
2 :15 pm - 3:45 pm	<p>Launch of AfrICANDO Mall, A Digital Marketplace for AfrICA and the Western Hemisphere-From Bricks to Click VIP Tour of Expo Hall</p>	
4:00 pm - 5:15 pm	<p>Business Development and Export Readiness: <i>Tips for Complying with US federal government laws and regulations when exporting., and How to Price Your Products to Sell</i> Growing your business internationally requires a clear understanding of US Government laws and regulations, market positioning and pricing strategy. Working with U.S. retailers involves understanding their margin requirements and knowing how your products compare to their current assortment. This workshop will review the fundamentals of the U.S. retailer mindset and key components to price your product for success. This includes an introduction to the basics of break-even analysis, markup, and margin. The ultimate goal is to sell your product profitably at a price both the retailer and consumer are willing to pay. Additionally, workshop will outline the top ten tips for complying with US federal government laws and regulations when exporting</p> <p>Jennifer Diaz, Esq., President Organization of Women in International Trade Emily McHugh, International Trade Consultant, Florida SBDC at Indian River State College, School of Business</p>	
7:00 pm	<p>Expo Hall Closes</p>	

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THURSDAY, SEPTEMBER 27, 2018

		Miami Airport Convention Center (MACC)
9:00 am -5:00 pm	Registration	
9:00 am -9:30 am	Continental Breakfast and Networking	
9:00 am-7:00 pm	Exhibit Hall Open	
9:30 am 10:30 am	<p>Opening Remarks Chris Mangos, Director, Marketing Division, Miami-Dade Aviation Department Ramon (Ray) Fernandez, Vice President, Sealock Security Systems, Inc. George M. Politakis, Supervisor, Trade Operations, U.S. Customs & Border Protection, Miami Seaport</p>	
10:45 am -12:00 pm	<p>Global Trade Logistics The International Trade Community is a key driver of trade, and commerce in the State of Florida. This community is made up of importers/exporters, customs brokers, freight forwarders, transportation and air cargo companies, port authorities, and terminal operators, and bonding and insurance companies. These professionals must be engaged in order to efficiently and successfully move cargo, internationally.</p> <p>The Florida Customs Brokers and Forwarders (FCBF) Association, whose mission is to serve the International Trade Community, will discuss best practices and share their expertise regarding "what we need to know" about import/export, bonding and insurance, and the security requirements for doing business in the State of Florida.</p> <p>Lourdes Leon, President, FCBF Association Ralph De La Rosa, Board Member, FCBF Association Iliana Alvarez, Treasurer, FCBF Association Brian Abbott, Founder and Partner of AVSEC, LLC., and Board Member, FCBF Association</p>	
12:30 pm-2:00 pm	<p>Luncheon Program Dr. Gershwin T. Blyden, Chair, FDA Board of Directors Fred Oladeinde, President, The Foundation for Democracy in Africa (FDA) Remarks: H.E. Dr. Arikana Chihombori-Quao, African Union Ambassador to the USA</p>	
2:15 pm -3:30 pm	<p>Trade Financing for Small and Medium Sized Enterprises Small- and medium-sized enterprises (SMEs) are the lifeblood of a countries economy and access to capital is critical to their success. SMEs often experience challenges with cash flow between the time that they export goods/services and when they receive payment. There are various methods by which a business can finance a trade using trade finance. Specialists will discuss the financing options that are available to assist SMES with competing for global sales.</p> <p>Daisy Ramos-Winfield, Executive Vice President, Florida Export Finance Corporation Jean-Robert Baguidy, Sr. Business Development Specialist, Office of Business Development, Minority Business Development Agency (MBDA) U.S. Department of Commerce</p>	



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3:45 pm - 5:15 pm	Country Presentation of Products/Investment Opportunities (Doing Business with African Entrepreneurs)	
7:00 pm	EXPO Hall Closes	
FRIDAY, SEPTEMBER 28, 2018		
9:00 am - 1:00pm	B2B Meet and Greet	
5:00 pm - 9:00pm	20 th Anniversary Gala and Awards Dinner	
	<i>Honoring:</i> Honorable Ileana Ros-Lehtinen , U.S. Representative, 27 th Congressional District, Florida (confirmed)	
	Reception and Fashion Show	
	Dinner	