CompTIA.

VIRTUAL EVENT

15th Annual CompTIA Global Trade Compliance Best Practices Conference

September 21 & 23, 2021

Partners:

bpe GLOBAL

Professional Association of Exporters and Importers — PAEI

OWIT NORTHERN CALIFORNIA

Day 1 – Tuesday, September 21, 2021	Day 2 – Thursday, September 23, 2021
12:00 pm ET **Opening Remarks** Juhi Tariq, Director, International Trade Regulation & Compliance, CompTIA Evelyn Bernal, Director, BPE Global, Conference Chairperson	12:00 pm ET **Day 2 Welcome** Ken Montgomery, Vice President, International Trade Regulation & Compliance, CompTIA Evelyn Bernal, Director, BPE Global, Conference Chairperson
12:05 – 1:20 pm ET **2020-21 Export and Customs Regulatory Review** This panel will focus on the impact of export and customs regulations issued in the last 12 months to include discussion on programs implemented and challenges still being faced by companies. Topics of discussion will include: - Section 301 tariffs and status of exclusions (China, Vietnam, Digital Services, etc.); - Forced labor, USG guidance and enforcement, and relevant legislation; - Changes (or not) from the prior administration's approach to trade policy; - MEU export controls and compliance challenges; - The expanding Entity List; - MTBs & GSP renewal, WTO JSI eCommerce negotiations, and other relevant negotiations; **Moderator:** Joshua Blume, Manager, Tax & Trade, Panasonic **Panelists:** Devi Keller, Director, Government Relations, Texas Instruments Ada Loo, Group Director & Associate General Counsel, Cadence Design Systems Mario Palacios, Senior Director, Government Affairs & Head of International Trade Policy, Applied Materials Michelle Welsh, Customs Compliance Senior Counsel, Google	12:05 – 1:05 pm ET **China's Export Control Law: Guidance and Risks** This panel will feature an overview of China's export control law, guidance on ICP, and will feature panelists from the region. The panelists will discuss: - Recap of new China export control law, related measures, and rules (classification, encryption, deemed export, technology control, reexport etc.) - Common challenges for multinational companies operating in China and offshore - Recap of China Anti-Foreign Sanction Law, blocking rule, and unreliable party list, and enforcement - Challenges to U.S. due diligence especially on MEU/MIEU and clearance on rad flag finding and certifications - China ICP guideline and best practices **Moderator:** Nancy Zhao, Director of Export Compliance, Qualcomm **Panelists:** Julie Banks, Global Export Manager, Poly Eric Carlson, Partner, Covington & Burling LLP Jason Carrel, Senior Director, Foreign Trade, Lam Research Frank Pan, Partner, Xin Bai Law Firm

1:20 – 1:30 pm ET Break	1:05 – 1:15 pm ET Break
1:30 – 2:15 pm ET **The Evolution of Sanctions Compliance** This panel will focus on sanctions compliance, with a particular focus on recent trends, adapting to regulatory changes, and tips for sanctions program management. Panelists will describe the evolution of their sanctions compliance programs, lessons learned, what tools they have used, and other hallmarks of a best-in-class program in today's regulatory environment. Discussion topics will include: • How is your company managing the screening process? • What tools are being used? • What challenges and successes are you discovering with your tools and operations? • How does your company stay on top of regulatory changes? • What are recent trends you have seen for sanctions compliance, and how are you adapting? • "Lessons learned" • Top tips for sanctions program management **Moderator:** Marisa Mar-Jones, Export Compliance Counsel, NVIDIA Corporation **Panelists:** Hank Corscadden, Trade Counsel, Microsoft Joshua Fitzhugh, Vice President, Global Trade, Flex Slone Pearson, Vice President & Associate General Counsel, Global Trade, Fortive Jason Rhoades, Senior Manager, KPMG	1:15 – 2:00 pm ET **Emerging Technologies – All Systems Go?** This panel will focus on emerging technologies and feature experts and technical representatives that will provide an overview of the new technology and discuss factors considered in classification and licensing requirements. The panel will also include discussion of the big picture trade compliance implications and how to work with the engineering teams to get the data required for classification and getting trade compliance to be a forethought instead of an afterthought. The panel will explore the following topics: • Ensuring the trade compliance team is imbedded within the NPI process • Best practices for HS and ECCN determinations and licensing requirements • HS 2022 changes for drones, 3D printers, advanced semiconductors, and other new commodities • Addressing compliance issues for company and supplier products **Moderator:** Dan Fisher-Owens, Partner, Berliner, Corcoran & Rowe LLP **Panelists:** Amy Burke, Trade Policy & Strategy, HP Inc. Omar Medina-Cuevas, Senior New Product Introduction Manager, Belkin Deborah Stern, Member, Import and Export Practice Group, Sandler, Travis & Rosenberg
2:15 – 2:30 pm ET Break	2:00 – 2:10 pm ET Break

2:30 – 3:15 pm ET
Valuation War Stories: Wounds and Wins
With changing technology business models and a challenging trade climate you might feel like you're spending more time on valuation issues than usual! Hear from advisors and practitioners about valuation issues they've faced and solutions they've developed. Areas of discussion will include:

- Customs valuation challenges and inconsistencies in high-risk jurisdictions
- Synergies between transfer pricing and customs valuation
- Customs valuation impacts on international tax

Moderator: Lynlee Brown, Partner, EY Global Trade
Panelists:
Iliyana Dwivedi, Head of Customs, U.S., ASML
Amy Harrison, Customs Compliance Officer, HP Inc.
Ted Murphy, Partner, Sidley Austin, LLP

2:10 – 2:55 pm ET
M&A Global Trade Compliance Pillars – Leading Practices for Managing Post-Integration Activities
The role of compliance in pre-M&A activity is to assess the target's trade compliance risk profile to identify any red flags that may materially impact the deal. While pre-merger activities are fast and furious, post-integration activities impact trade compliance professionals long after deal is done – whether it's reorganizational efforts, harmonizing disparate processes, or identifying and streamlining systems, or understanding the organization's new risk profile. Rest assured, seasoned professionals are here to help and offer leading practices in mastering the critical art of bringing different processes, values and people together. Specifically, this panel will discuss:

- Harmonizing policies, procedures, people, and company culture
- Transitioning systems and tools with minimum disruption
- Conducting post-integration risk assessments
- Case studies demonstrating lessons learned and best practices for post-integration success

Moderator: Jenna Glass, Senior Manager, Trade & Customs, Export Controls & Sanctions, KPMG
Panelists:
Karen Ashley, Vice President, Corporate Development Integration, Cisco
Chris Gondara, Director of Compliance and CSR, Marvell Semiconductor
Mike Lutz, Senior Director, Global Trade Compliance, NVIDIA Corporation

3:15 – 3:20 pm ET **End of Day 1 remarks** Evelyn Bernal, Director, BPE Global, Conference Chairperson	2:55 – 3:00 pm ET **End of conference remarks** Evelyn Bernal, Director, BPE Global, Conference Chairperson Juhi Tariq, Director, International Trade Regulation & Compliance, CompTIA
Wednesday, September 29, 2021 **Optional Networking and Social Gathering** 6:00 pm ET **Panel Discussion on Global Trade Compliance Careers** **Moderator:** Jill Franze, Senior Director, Global Customs/Trade, Finance, Cisco **Panelists:** Jeff Rittener, Chief Trade Officer, Vice President, International Trade Group (ITG), Intel Corporation Lynlee Brown, Partner, EY Global Trade Julius Moye, MIIS Student graduating in December 2021, Trade Compliance Analyst, Bell Helicopter (January 2022) 7:00 pm ET **Breakout Sessions - Networking with CompTIA members and compliance topic discussions**	