



Florida International Business Summit 2007

University Center at the University of North Florida

12000 Alumni Drive, Jacksonville, FL 33224

February 6, 2007

AGENDA

8:00 – 9:00 **Registration / Coffee and Pastries**
Grand Lobby

9:00 – 10:30 **Welcome / Opening Discussion (Joint Session)**
Grand Banquet Hall 1

Host: Jeffrey W. Steagall, Associate Dean, Coggin College of Business,
University of North Florida

Welcome Remarks: John A. Delaney, President, University of North Florida

Global Overview

Expand your view of today's global markets and look beyond the headlines for future opportunities.

Keynote: John A. Adams, Jr., President & CEO, Enterprise Florida, Inc.

Keynote: Mark B. Rosenberg, Chancellor, Board of Governors,
State University System of Florida

Q&A

10:30 – 10:45 **Coffee Break**
Grand Lobby

10:45 – 12:15 **Panel Discussions (Concurrent Sessions)**
Tracks: A-Market Development B-Logistics/structural

Panel 1A - Growth Opportunities: The Best Trade Sectors for Today and Tomorrow
The Board of Trustees Room

Learn about the best markets for Florida and how to grow those markets with available resources.

Moderator: Jorge Arce, Director, U.S. Commercial Service - Jacksonville

Panelists:

Paul Mason, Department of Economics & Geography, University of North Florida

Manuel A. Mencia, Sr. Vice President, International Trade and Business Development,
Enterprise Florida, Inc.

J. Antonio Villamil, CEO, The Washington Economics Group

Panel 1B - Florida's Trade Boom: Managing the Impacts to Infrastructure
Grand Banquet Hall 2

Get the inside track from key public and private stakeholders dealing with the ever-increasing demands on Florida's infrastructure.

Moderator: Yemisi A. Bolumole, Assistant Professor of Logistics,
Coggin College of Business, University of North Florida

Panelists:

Thomas Ming, Director, International Operations, Landstar Global Logistics
Robert Romig, Director, Office of Policy Planning, Florida Department of Transportation
Roy Schleicher, Senior Director of Trade Development & Marketing,
Jacksonville Port Authority

12:15 – 1:45 Lunch Keynote Speaker (Joint Session)

Grand Banquet Hall 1

Introduction: Ambassador Dennis C. Jett, (Ret.), Dean of the International Center and
Director of the Transnational and Global Studies Center, University of Florida

Nancy Soderberg, Former U.S. Ambassador to the United Nations, Clinton Administration-
UF Foreign Policy Advisor, and Foreign Policy Analyst for MSNBC

1:45 – 3:15 Panel Discussions (Concurrent Sessions)

Tracks: A-Market Development B-Logistics/structural

Panel 2A - Regional Market Development: Trends to Trade Agreements

The Board of Trustees Room

Examine regional market opportunities, increase your understanding of international trade agreements, and hear how to best capitalize on them both.

Moderator: Michael J. Breen, Director, International Department, Jacksonville Regional
Chamber of Commerce

Panelists:

Sean King, Vice President, Park Strategies, LLC
Petia Kostadinova, Assistant Director, Center for European Studies, University of Florida
Terry L. McCoy, Director, Latin American Business Environment Program,
University of Florida
Bryant Salter, Director, Africa Trade Expansion, Enterprise Florida, Inc.

Panel 2B - Rising to the Challenges of the Evolving Global Economy

Grand Banquet Hall 2

Gain critical insight about the existing and emerging challenges facing international business expansion and what the future may bring.

Moderator: Robert Frankel, Coggin College of Business, University of North Florida

Panelists:

Bruce Kavan, Professor of Management, University of North Florida
Peter Quinter, Esq., Customs and International Trade Department, Becker & Poliakoff, LLP
Douglas R. Straatsma, Assistant Area Port Director – Trade, U.S. Customs and Border
Protection

3:15 – 3:30 Break

Grand Lobby

3:30 – 4:30

Closing Session (Joint Session)

Grand Banquet Hall 1

Host: Jeffrey W. Steagall, Coggin College of Business, University of North Florida

Summary and Take Aways from Panel Discussions

Jorge Arce, Director, U.S. Commercial Service – Jacksonville

Yemisi Bolumole, Coggin College of Business, University of North Florida

Michael Breen, Jacksonville Regional Chamber of Commerce

Robert Frankel, Coggin College of Business, University of North Florida

The Future of Trade & Logistics in Northeast Florida

The Honorable John Peyton, Mayor of Jacksonville