

## 2016 NEBRASKA WORLD TRADE CONFERENCE



Every year, the President of the United States declares the third full week of May as **World Trade Week**. Trade organizations, businesses and other stakeholders come together both nationally and locally to promote and facilitate international trade in the U.S. economy. The **Midwest International Trade Association (MITA)** will celebrate **World Trade** on **May 11th** offering a full agenda of educational and global business speakers as well as recognizing the exemplary achievements of two companies in international trade. Join **MITA** in celebrating the importance of international trade on the region's economy as well as to gain collective expertise to help your business grow.

### **Pete Ricketts, Governor of Nebraska**

**Presentation of Awards: Exporter and Importer of the Year**

### **Vinay Vijay Singh, Senior Advisor, Global Markets**

**U.S. Department of Commerce**

#### **U.S. Trade Advances: A View From the Top**

The Trans-Pacific Partnership has recently been a focal point of any discussion regarding U.S. foreign trade. Mr. Singh is uniquely qualified on this subject and will share his insight on the status, future and highlights of the TPP. In addition, Mr. Singh will provide a briefing on the status of the Transatlantic Trade and Investment Partnership, as well as current developments involving anti-dumping and countervailing duties.

### **Dr. Ernie Goss, MacAllister Chair and Professor of Economics Creighton University**

#### **A Strong Dollar, Weak Exports and the Mid-America Economy**

Goss will discuss the impact of the strong U.S. dollar on exports and the economic vitality of the Mid-America region. Goss will provide results from two monthly surveys of 12 states that he conducts at Creighton University. He will focus on the interaction among energy, and agriculture sectors with businesses linked to these two sectors.

**Jennifer Zhang, President, JZW International, LLC**  
**Suji Park, Founder & CEO, Suji Cuisine**  
**Susan Bigg, President, Horizon Designs**

**Women Owned Businesses Involved with International Trade**

- Women who deal day in and day out with foreign counterparts.
- Working in cross-cultural hemispheres, where product and market knowledge are imperative.
- What it takes to be a successful woman manufacturer CEO selling internationally.
- Success and hurdles faced while competing in this global economy.

**Roger Townsend, President/General Manager, Chief Industries, Inc. - Agri-Industrial**  
**Mike Lewis, Vice President of Operations, Chief Industries, Inc. - Agri-Industrial**

**Serving Agri Businesses Worldwide**

Chief Industries, Inc. - Agri-Industrial is based in Kearney, Nebraska, and originated in 1961. Manufactured to exacting standards using heavy-duty materials and innovative designs, Chief grain conditioning, handling, and storage systems are sold throughout the world.

## **EVENT DETAILS**

**Date:** Wednesday, May 11, 2016

**Time:** 7:30-8:10 am -- Registration/Networking (breakfast included)  
8:10-2:30 am -- Conference  
2:30-5:00 pm -- Networking Reception Sponsored by First National Bank

**Location:** Embassy Suites Omaha-LaVista Conference Center  
12520 Westport Parkway  
LaVista, Nebraska

**Fee:** This event is FREE to Platinum, Gold and Silver MITA Members.

**Bronze Members: \$50/person**  
**Additional Member Fee: \$75/person**  
**Non-Member Meeting Fee: \$95/person**  
**Student/Retiree Meeting Fee: \$35/person**

## **REGISTRATION**

To register for this event, please contact Gloria Penas at **402.596.1210** or [mita@mitaonline.org](mailto:mita@mitaonline.org), OR just [click here](#).

**Registration Deadline: Friday, May 6, 2016**

Payment can be made at the door or sent to: MITA, P.O. Box 642123, Omaha, NE 68164 (no-shows will be billed). Dress: Business Casual.

## SPEAKER BIOS

### **Pete Ricketts** **Governor of Nebraska**

Governor-elect Pete Ricketts was sworn in as Nebraska's 40th Governor on January 8, 2015. Governor-elect Ricketts was first elected to office upon winning the Nebraska gubernatorial election on November 4, 2014. Prior to his election as governor, he worked to support Nebraska entrepreneurs and startup companies. Born in Nebraska City and raised in Omaha, Ricketts is the son of an entrepreneur and a public school teacher. Governor-elect Ricketts and his wife, First Lady Susanne Shore, have been married for 17 years and live in Omaha with their three children, sophomores Roscoe and Margot and 8th grader Eleanor.



### **Vinay Vijay Singh, Senior Advisor, Global Markets** **U.S. Department of Commerce** **International Trade Administration**

Mr. Singh is an Obama Administration appointee and plays a key role in leading the trade and investment promotion efforts for the U.S. Government along with advocating for better market access for U.S. exporters. He serves as Chief of Staff to the Assistant Secretary of Commerce for Global Markets and as a Senior Adviser, Urbanization & Infrastructure focused on global opportunities for U.S. companies. Prior to his appointment, Mr. Singh was a senior executive who worked with global small businesses, Fortune 500 companies and State and Federal agencies. Most recently Vinay worked at Discovery Communications and PricewaterhouseCoopers in Washington DC. Vinay has also led several government business trade missions to India with Governors Kaine (VA), Warner (VA) and Perdue (NC). He holds CPA, CISA and PMP certifications. Vinay has considerable experience with global mergers and acquisitions, operations, change and project management, financial analysis and business process design. Vinay has lived in Bangalore, India; Bremen, Germany and Toronto, Canada. He now lives in Capitol Hill, Washington, D.C. with his wife, Priya and daughter, Rana.



### **Dr. Ernie Goss** **MacAllister Chair & Professor of Economics** **Creighton University**

Ernie Goss is currently the MacAllister Chair and Professor of Economics at Creighton University in Omaha, Nebraska, Director of the Goss Institute in Denver, Colorado and Director of Creighton's Institute for Economic Inquiry ([www.creighton.edu/iei/](http://www.creighton.edu/iei/)). He is also a Research Faculty member at California State University-Fresno. Dr. Goss was a visiting scholar with the Congressional Budget Office for 2003-04. His book, Changing Attitudes toward Economic Reform during the Yeltsin Era was published by Praeger Press in 2003 and his book Governing Fortune: Casino Gambling in America was published by the University of Michigan Press in 2007 ([www.erniegoss.com](http://www.erniegoss.com)). He is editor of Economic Trends, an economics newsletter published monthly that is distributed to more than 10,000 subscribers.



**Jennifer Zhang, President**  
**JZW International, LLC**  
**Representative of Nebraska to China**



Jennifer Zhang immigrated to the United States from Shanghai, China in 2000 and moved to Nebraska in 2003. In 2005, she formed JZW International Development, LLC in Nebraska, to facilitate international business opportunities between the United States and Chinese companies; specializing in business consulting and construction products. She maintains her home and a business office in Omaha. In 2006, she began working with the State of Nebraska to develop business relationships with China. While working with State of Nebraska during 2008, she was named Representative of Nebraska to China. Ms. Zhang's multi-lingual skills (she is fluent in several languages), her multi-cultural background, 15 years experience in international business, and having a network with Chinese businesses and government officials prove invaluable to American businesses and Nebraska government in establishing international business relationships in China. As a result of the collaborative efforts of the Nebraska Department of Economic Development, and through Ms. Zhang's knowledge of China's culture and economic system and her personal relationships in China, Nebraska has been successful in inviting Chinese companies to open businesses and offices in Nebraska.

**Suji Park, Founder & CEO**  
**Suji Cuisine Korea and Japan**  
**FDMR - Suji's Cuisine USA**



Heads up four international businesses that provide cross cultural flavors to today's health-conscious consumer: Authentic NY-style deli and brunch via her restaurant group in Seoul and Tokyo; Korean and US flavors to retail consumers in Japan; US and Japanese flavors to retail customers in Korea; and now, Korean cuisine to retail and food service customers in the US. Suji has launched her most recent line of cross-cultural flavors of gluten free, all natural, no MSG Korean foods and flavors from Nebraska-in her words, "the Silicon Valley of meat preparation and packaging." Her enthusiasm for her Korean-themed products, as well as her eagerness to engage Nebraska business expertise, enabled and established partnerships with several of the food industry's quintessential local heavy-hitters such as Omaha Steaks, Needham Meats, Packaging Corporation of America, Quad Packaging, Airlite Plastics, and Universal Pasteurization. Suji's goal of bringing high-quality, zero preservative Korean-inspired food products to the American consumer has resulted in the second largest retailer in the US committing to her brand, "Suji's Korean Cuisine," with others lining up for her sauces, various proteins, rice bowls, and Korean Short Ribs (kalbi). Suji has been noticed by numerous Nebraska leaders including Governor Pete Ricketts (European Trade Mission, Nebraska Diplomats, and Nebraska Innovation Campus membership), Dean Pol at the College of Business Administration at the University of Nebraska Omaha (MBA Speaker Series), as well as the Greater Omaha Chamber of Commerce (Business Excellence Award-2015).

**Susan Bigg, President**  
**Horizon Designs Inc.**



Horizon Designs Inc. was founded in 1982. From 1982 to 2000, they operated a Sewing and Screen printing business in Kearney. At that time their primary customers were specialty stores, department stores and entertainment business. As the retail world changed, they needed to make changes in their target markets and business direction. They were a strong advocate for Made in USA Products for years. In 1989, they began importing products from China. In 2002, they totally phased out their domestic manufacturing as they

continued to expand their product development and design capabilities to a wide range of Corporations in the USA. Currently, they manufacture products in China, Viet Nam and Philippines. Horizon has designed and manufactured product for the top theme parks, publishers, advertising agencies, entertainment businesses, high profile retailers, specialty stores, meeting and travel industry, corporate America and service organizations throughout the country! They have expanded into sourcing and manufacturing supplies for a wide range of businesses in addition to retail and promotional products. Their new division - Horizon Direct - works closely with technical factories in China producing a wide range of supply items for parts and supplies to a wide range of customers. Product testing and factory compliance is an import part of their business.

## CONFERENCE SPONSORS



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## MEMBERSHIP

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TODAY and start NETWORKING!

Visit [www.mitaonline.org](http://www.mitaonline.org) for membership details.

## 2016 UPCOMING MITA EVENTS

- April 21: Import Compliance: Best Practices
- May 11: World Trade Conference
- July 12: Summer Networking Event: Werner Park/Storm Chasers
- September 15: In-Focus Country Series: Southeast Asia/Vietnam/Thailand
- October 20: Facility Tour
- November 17: CE Mark
- December: Holiday Networking Event

This meeting, as well as future meetings, may be eligible for NCBFA.



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