



Metropolitan Milwaukee Association of Commerce's
WORLD TRADE ASSOCIATION



The NAFTA Deal: US/Mexico Trade Relations & Logistics Current State, Key Issues & Renegotiation News

Hosted by The Logistics Council – Milwaukee

An affiliation of DeltaNuAlpha

Program: Speaker Presentations & Panel Discussion
Date: November 9, 2017 (Thursday) 1:00pm to 4:30pm
Venue: Crowne Plaza Hotel – Milwaukee WEST (Wauwatosa)

PROGRAM OVERVIEW



True to President Trump's "America First" platform and campaign commitment to negotiate better deals for the United States, on July 17th of this year, the Trump Administration published The Summary of Objectives for the Renegotiation of NAFTA, which raised concern and questions about the future of NAFTA.

Any reasonable deal negotiation starts with an assessment of the current state, challenges and results, as well as proposals to address gaps and prognostication of future outcomes. It is our purpose to assemble a group of speakers with expertise in several aspects of US/Mexico trade relations, compliance and the logistics involved in making trade happen who will present information from each aspect to help us understand the benefits and key issues of NAFTA and make judgements about what might result from renegotiation and the implications. This program is NOT about politics. It's about economics, trade and logistics that affect business.

- We have assembled an expert panel to talk about issues and important points, such as. . .
- Trade activity and the economic and social impact on the US/Wisconsin and Mexico
- Trump Administration Objectives, results from Round 1-3, timeline and possible outcomes
- FMSCA rules, infrastructure and economic issues challenging trucking service with Mexico
- Origin rules, product classification, the entry process and tips for efficient Customs clearance
- Practical comparison of benefits and challenges of NAFTA and non-NAFTA imports and exports.

Q&A: Panel Discussion

Each speaker will present on a topic throughout the afternoon. The program will conclude with a panel discussion to allow everyone to ask questions and receive insight. Social networking time will follow.

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Strategic Initiatives

- o Supply Chain Audit & Strategy
- o Supply Chain Network Optimization
- o Logistics Outsourcing
- o Acquisition Support (M&A)
- o 3PL Growth Planning & Startup

Transportation Efficiency

- o Transportation Cost Control & Planning
- o Carrier Procurement & Management
- o Transportation Management Outsourcing (RFP)
- o TMS Evaluation & Selection
- o Transportation Program Setup

Special Services

- o Breakthrough Day
- o Lean Six Sigma Training
- o Interim Management
- o Declutter Service
- o Operational Excellence Program

Warehouse Productivity

- o Plant & Warehouse Layout
- o Warehousing Process Design
- o Warehousing Outsourcing (RFP)
- o WMS Evaluation & Selection

AGENDA & TIMING



1pm – 1:30pm	Welcome & Introduction	Kurt Baumann, Chairman, The Logistics Council
1:30 – 2:10pm	NAFTA’s Economic Development Impact & Future Expectations	
	Mexico Perspective:	Julien Adem, Consul General, Consulate of Mexico in Milwaukee
	US/ Wisconsin Perspective:	Mark Rhoda-Reis, Int’l Development Director, WEDC
2:10pm	Key Policy Issues & the Agenda for NAFTA Renegotiation	
		Ngosong Fonkem, Addison-Clifton LLC, Senior Advisor
2:45pm	Break	
3:00pm	US/ Mexico Logistics & Trade Compliance	
	Carrier Perspective:	Ed Habe, Regional Vice President, Mexico, Averitt Express
	Forwarder Perspective:	Robert Gardenier, President, ME Dey & Company
	Manufacturer Perspective:	Shawn Goedel, Head of Int’l Transportation, GE Healthcare
4:00pm	Panel Discussion	Speakers open to questions from the audience
4:30pm	Wrap-Up & Social Networking	