



**2008**

**National District Export Council Conference  
“TRAVEL & TRADE - REDEFINING EXPORTS”**

Presented by:  
**California Inland Empire District Export Council**

October 15th -18th  
Palm Springs, Wyndham Hotel

[www.deconference.com](http://www.deconference.com)

# 2008 NATIONAL DISTRICT EXPORT COUNCIL CONFERENCE

presented by the California Inland Empire District Export Council

## Invited Keynote Speakers



**Carlos M. Gutierrez**  
Secretary of Commerce



**Arnold Schwarzenegger**  
Governor, State of California



**Susan Schwab**  
U.S. Trade Representative, Ambassador



**Christopher Padilla**  
U.S. Department of Commerce,  
Under Secretary for International Trade



**Israel Hernandez**  
U.S. Department of Commerce, Assistant  
Secretary for Trade Promotion and  
Director General of the U.S. & Foreign  
Commercial Service



**Caroline Beteta**  
California Travel & Tourism  
Commission Executive



**Gene Randall**  
Award Winning Journalist, CNN, NBC



October 15– 18, 2008

Wyndham Hotel, Palm Springs, California

[www.deconference.com](http://www.deconference.com)



## "TRAVEL & TRADE - REDEFINING EXPORTS"

The California Inland Empire District Export Council is proud to present the 2008 National District Export Council Conference, the premier forum for exporting and international trade.

The 2008 National District Export Council Conference in California - the world's eighth largest economy - will bring together senior U.S. Department of Commerce, U.S. Trade Representative Diplomats, CEOs and foreign leaders to discuss issues and share knowledge to promote U.S. exports.

Registration is open to new and established exporters, or those just interested in learning about international trade. There will be an unprecedented 22 breakout sessions to select from, plus five keynote sessions. These sessions will include an impressive roster of international speakers on a range of topics designed to cater to your broad export and trade policies. Featured discussions will include export opportunities and policies for small enterprises, environmental technologies, alternative energy, emerging markets, local and regional export models and much, much more.

Senior Commercial Officers representing U.S. Embassies from multiple countries will be available for one-on-one meetings. These meetings will provide a forum to discuss your specific business interest in select markets. These appointments must be scheduled in advance and require a \$100 fee.

Don't miss this opportunity to meet with over 400 professionals involved in International Trade and participate in the continuation of the "Great Debate" moderated by award winning journalist Gene Randall. This forum provides an opportunity to debate issues surrounding Free Trade Agreements, Safety & Security issues, the direct impact on your business, and the exporting community at large.

Along with this comes the opportunity to visit beautiful Palm Springs, California and sneak in world class golfing, gaming and fine dining through our social programs and possible pre or post conference trips and activities. Family and guests are welcome and there will be a nice selection of fun activities for them to choose from and participate in.

The world class luxurious Wyndham Hotel in Palm Springs will cater to your personal lodging needs as well as provide access to exciting social activities, every attendee will truly feel like a VIP!

We look forward to an exciting conference and hope to see you there!

Sponsored by:



Designed by C-D Design

### CONFERENCE CONTACTS

Registration, Conference details and general questions should be directed to:

Louisa Stowe  
louisas@ciedec.org  
Tel: (909) 466 4136

2940 Inland Empire Blvd Ste #121  
Ontario, California 91764

For Sponsorship Opportunities please contact  
Tim Murphy, Vice-President  
Comerica Bank  
at [tim@ciedec.org](mailto:tim@ciedec.org)

# Breakout Sessions by Markets, Tools & Impacts

## Agenda at a Glance;

### Wednesday, October 15th

12:00pm - 7:00pm: Registration  
 12:15pm - 1:45pm: Lunch  
 2:00pm - 5:15pm: Best Practices, Steering Committee & Subcommittee Meetings  
 5:15pm - 7:00pm: Networking  
 6:00pm - Welcome Reception-Wyndham Poolside

### Thursday, October 16th

7:00am - 9:00am: Registration & Breakfast  
 8:00am - 10:30am: Opening, Keynote, and "Great Debate" on Free Trade Agreements - Gene Randall, Moderator  
 10:45am - 12:15pm: Breakout Sessions  
 12:15pm - 2:00pm: Address by the Chief Guest and Lunch  
 2:15pm - 3:30pm: Plenary on "International Trade - Security & Safety" - Gene Randall, Moderator  
 3:45pm - 5:15pm: Breakout Sessions  
 7:00pm - "Green Engineering" Dinner and Gaming at Agua Caliente Casino

### Friday, October 17th

7:00am - 8:30am: Registration & Breakfast  
 8:45am - 10:00am: Keynote on Foreign Investment  
 10:15am - 11:45am: Breakout Sessions  
 12:00pm - 2:00pm: Keynote & Lunch  
 2:15pm - 3:30pm: Breakout Sessions  
 3:45pm - 5:00pm: Best Practices  
 6:00pm - CLOSING / "HOLLYWOOD Night in Palm Springs"

### Saturday, October 18th

8:00am - 9:30am: Breakfast  
 ALL DAY- Optional Golf/Tours/Family Day!

## MARKET/INDUSTRY FOCUS

Market and industry are the essence of conducting business abroad. These sessions will draw on a combination of country/market and Industries

### Sessions:

- Green Technologies & Renewable Energies
- Business Opportunities/Country Outlooks: Asia, Middle East, Africa, Europe, Western Hemisphere, Newly Independent States.
- China: Banking reforms, opportunities and market entry strategies

## TOOLS OF THE TRADE

Keep abreast of the latest rules and regulations and obtain tools from your Contemporaries and experts to help your business thrive.

### Sessions:

- Financing your operation in Asia
- Export Control Regulations (ITAR/EAR)
- Devising market entry strategies
- Building distribution networks
- Avoiding common pitfalls
- Communications and negotiation techniques
- Protecting Intellectual Property Rights - conducting your Intellectual Property Audit
- Protecting Intellectual Property Rights - conducting your IP audit

## ECONOMIC DEVELOPMENT THROUGH TRADE

Global trade has evolved into a highly complex web of interdependency, shared production and marketing that makes it difficult to assess policy impacts down to the local and firm level. These sessions are designed to explore new perspectives on trade and its opportunities and challenges.

### Sessions:

- Travel and Tourism as an Export
- Commercial Diplomacy
- Sustainable development through trade
- Security, Safety and Business Continuity
- Goods Movement, Transportation and Infrastructure
- Other non-traditional exports

## ONE-ON-ONE MEETING WITH SENIOR COMMERCIAL OFFICERS (SCO).

- By appointment: Consultations with SCO's from Australia, China, Taiwan, Columbia, European Union, Russia, Saudi Arabia, Singapore, South Africa, Vietnam

\* The SCO is the Senior Department of Commerce Representative at the U.S. Embassy.

**Gaming at Agua Caliente Band of Cahuilla Indians Casino, Resort & Spa** - Offers non-stop gaming action in a beautiful, friendly setting that was voted "best of the best" in the entire region.

## Optional Events & Activities

Palm Springs and the surrounding Inland Empire have an abundance of activities available for the individual, couple, or family. These activities include:

- Golf at over 100 world class courses,
- Hiking in the local hills, canyons, deserts
- Palm Springs Aerial Tram
- Spectacular oasis at Indian Canyons
- The Living Desert
- Diamond Valley Lake & Visitors Center, Hemet
- Palm Desert Windmill Farm
- Western Center for Archaeology & Paleontology
- Wine tasting in Temecula Valley Wine Country
- Horseback Riding
- First class restaurants and high end shops

For more information regarding local activities, please consult our on-site concierge can also assist with questions and booking. Please visit our website at [www.deconference.com](http://www.deconference.com) for more information.

**Explore The Power!** An Eco-Adventure of a lifetime! Learn about wind energy, a sustainable renewable energy source and other non-polluting power sources.

**DEC Conference Golf Event - Wednesday, October 15th at Indian Canyons Golf Resort**, an 18-hole championship course designed by Casey O'Callaghan along with design consultant, Amy Alcott, LPGA Hall of Famer! Shotgun starts at 8:00am; \$95 includes cart and lunch - register via web at [www.deconference.com](http://www.deconference.com)

**REGISTER ONLINE @ [WWW.DECCONFERENCE.COM](http://WWW.DECCONFERENCE.COM)**

**REGISTER EARLY FOR DISCOUNTED RATE** Early registration through July 31, 2008: \$350.00 for full conference, one day registration \$125.00!

**HOTEL**  
 Accommodations  
 Provided by Wyndham  
 Palm Springs, California

Wyndham Palm Springs is located in the heart of Palm Springs shopping and entertainment district, and only minutes by car to Casinos and the Palm Springs Aerial Tram.

**For Reservations Contact:**  
 Wyndham Palm Springs  
 888 E. Tahquitz Canyon Wy  
 Palm Springs, CA 92622  
 Phone: (760) 322 8000



Reservations Code:  
 "DEC Conference"

Western Center



Agua Caliente Casino



San Bernardino Intl. Airport



Aerial Tram



Palm Desert Windmill Farm



# Registration and Ticket Form - 2008 National District Export Council

Palm Springs, California USA  
October 15-18 2008

www.deconference.com

**Registration Information:** Tickets to National District Export Council events are limited and sold on a first-come, first-serve basis; advance purchase is recommended. Remember to include the DEC meeting dates when reserving your hotel room. Conference meetings and ticketed DEC events are open to all DEC Conference registrants, unless otherwise noted.

**Processing and Confirmation:** Once your registration has been processed, you will receive an e-mail confirmation. If you require a visa to enter the United States, allow adequate time for registration and visa processing. For detailed information on U.S. visa requirements, go to <http://travel.state.gov>.

## 2008 DEC Conference Fees

Registration Deadline Complete Set 1: July 31, 2008 - Fees: US \$350.00  
Registration Deadline Complete Set 2: September 31, 2008 - Fees: US \$395.00  
One Day Registration - Fees: US \$125.00  
One-on-One Appointment - Fees: US \$100.00 per 30 minute session.

### Ways to Register

- \* Fax to: 2008 National DEC Registration Services at : 909-466-4140
- \* Mail to: 2008 National DEC, 2940 Inland Empire Blvd, Suite 121, Ontario, California 91764 USA
- \* Online: <http://www.deconference.com>

If using this form to mail or fax please select from the following;

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Please select from the following and indicate number of each:

- Registration - Complete Set \$350.00 (postmarked by July 31, 2008)  One Day Registration - \$125.00  
 Registration - Complete Set \$395.00 (postmarked by September 31, 2008)  
 Registration - One-on-One Appointment \$100.00 each - After you register for the National District Export Conference and include the One-on-One appointment feature, you will be contacted for selection details. Each meeting will last approximately 30 minutes.

### Registration Categories - please select one

- District Export Council Member  
 Conference Registrant  
 U.S. Government Employee  
 Elected Official

### I/My guest requires special needs (check all that apply)

- Wheelchair  
 Vegetarian  
 Other \_\_\_\_\_

### Additional Information:

- Interested in Sponsorship  I wish to serve as a volunteer  This is my first National District Export Council Conference

**CIEDEC may provide your contact information to DEC members for assistance in future DEC planning conference-related activities.**

**Indicate whether you want your contact information shared with others:**

- YES, CIEDEC may use my information as outlined above.  NO, CIEDEC may use my information as outlined above.

### Payment Information

Check (Payable to CIEDEC in U.S. Dollars)  Visa  Mastercard  American Express Card#: \_\_\_\_\_  
Name as it appears on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Credit Card Billing Address: \_\_\_\_\_  
State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

### Cancellation Fees

Cancellation requests for registration and tickets must be received by 30 August 2008; no refund requests will be accepted after this date. All registration cancellations are subject to a US \$50 service fee. Cancellations due to an unissued visa must be received by 15 July 2008. All cancellation requests must be submitted in writing to 2008 National DEC Registration Services by e-mail ([registration@CIEDEC.org](mailto:registration@CIEDEC.org)) or fax (909)466-4140. Phone cancellations will not be accepted. 2008 DEC Conference will refund registration and ticket fees if the conference is canceled, but takes no responsibility for travel or other related costs incurred by attendees. Registration and tickets are nontransferable.

### Disclaimer

By attending the DEC Conference, registrants consent to be photographed by any means, including still photography and video recording, and grant California Inland Empire District Export Council (CIEDEC) the right to use and publish their names, voices, and likenesses forever and for any purpose worldwide without CIEDEC incurring debts or liabilities of any kind. For security purposes, all registrants must show photo identification (driver's license or passport) at the convention venue in order to obtain their registration packet. CIEDEC reserves the right to check photo identification at any time during registrants' attendance at the convention. CIEDEC reserves the right to inspect all purses and bags. Registrants may refuse inspection; CIEDEC reserves the right to prevent entry.