



Economic Development

AT STONY BROOK UNIVERSITY



Long Island STARTUP→GLOBAL

Global Innovation Forum

Thursday October 27, 2016
Stony Brook University, CEWIT



8:30 - 9:00 AM

Registration/Coffee/Networking

9:00 - 9:20 AM

Welcome

Ann-Marie Scheidt, Director of Economic Development
Office of the Vice President for Economic Development, Stony Brook University

Thomas McGinty, Acting Deputy Under Secretary for International Trade
U.S Department of Commerce

9:20 - 9:50 AM

Keynote

How Startups Compete in the Global Market

James A. Hayward, Chairman, President and CEO, Applied DNA Sciences

9:50 - 10:35 AM

Panel 1: The Path to Going Global: Market Outlook and Success Stories

Moderator:

Jake Colvin, Executive Director, Global Innovation Forum

Panelists:

Michelle Gillette-Kelly, Founder, Ms. Michelle's

Bob McInnis, Global Account Director, Duffy Agency

Judy Murrah, Chief Information Officer, Applied DNA Sciences

Russ Artzt, Chief Executive Officer, Digital Associates

Terry Potter, Senior Project Manager, Empire State Development, Europe Office

10:35 - 11:05 AM

Networking Break, Refreshments

11:10 - 12:00 PM

Panel 2: Protecting your IPR, Product Certifications and Navigating International Partnerships and Regulations

Moderator:

Philip Hammerstein, Commercial Specialist, U.S. Commercial Service, the Netherlands

Panelists:

Michael Perry, Special Agent, Bureau of Industry and Security, Department of Commerce

Peter Donnelly, Director, Office of Technology Licensing & Industry Relations, Stony Brook University

George Likourezos, Partner, Intellectual Property Counsel, Carter, Deluca, Farrell & Schmidt

Michael Green, Director of Client and Stakeholder Relations, Sannam S4

12:05 - 12:55 PM

Panel 3: Resources for your Startup to 'Go Global' and How to Craft an International Business Strategy

Moderator:

Dr. Satya Sharma, Executive Director, CEWIT

Panelists:

Molly Ho, Sr. International Trade Specialist, U.S Commercial Service Long Island

Pierre Lespinasse, Small Business Development Consultant, Small Business Development Center

Erin Cole, Senior Vice President Global NY, Empire State Development Corporation

Toni Corsini, NY/NJ Regional Manager, U.S. Small Business Administration

Richard Foy, Regional Director, Export-Import Bank of the United States

1:00 - 1:15 PM

Closing Remarks

The Vision for "Startup Global" and Key Takeaways

Pat Kirwan, Director, U.S. Department of Commerce

Joshua Mandell, Sr. Adviser for Innovation and Competitiveness

U.S. Department of Commerce

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