Economic Development

Long Island STARTUP ➔ GLOBAL
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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