

# 2021 National Small Business Exporter Summit



Feb. 24 & March 3, 2021 — 10:00 a.m.-2:00 p.m. EST

## KEYNOTE PRESENTERS

February 24 @ Noon



**Presenter:** Laurie Kelleher, Commercial Officer, U.S. Commercial Service  
[Laurie.Kelleher@trade.gov](mailto:Laurie.Kelleher@trade.gov)  
[www.trade.gov](http://www.trade.gov)

## Session Title: At a Glimpse – Emerging Export Opportunities in Eurasia

**Session Description:** With borders that extend from the European Union to the Far East, Eurasia comprises a mix of countries whose expansive, diverse and growing economies offer a range of opportunities in multiple sectors for U.S. exporters. During this session, Laurie Kelleher, Commercial Officer with the U.S. Commercial Service will share insights into the rich history, resources, development needs and financial investments being made by countries in this region. Learn about export opportunities in Ukraine, Uzbekistan, Kazakhstan, Azerbaijan and a growing list of countries with evolving markets located in this region.

**About Laurie:** Laurie has more than 20 years of experience in international trade policy and trade promotion, working in the Commerce Department, the Office of the U.S. Trade Representative (USTR), and the State Department. She is currently posted in Kazakhstan and will be relocating to the U.S. Export Assistance Center in Pittsburgh in 2021 where she will focus on the agriculture, powdered metals, tool and die, publishing, entertainment, and financial technologies sectors.

Laurie served as a U.S. diplomat at the World Trade Organization in Geneva, Switzerland for five years where she was an industrial goods and standards negotiator. She held several other positions at USTR, including Director for the European Union; Director for Russia, Ukraine and Belarus; and Director for Central Asia and Iraq. She started her career in the ITA as a desk officer for Central Europe. She served as an embedded U.S. trade advisor in Ukraine's Ministry of Industry and Trade. Additionally, she has lived and worked in Croatia, the Czech Republic, the Republic of Georgia, and Kazakhstan.

Laurie holds a dual MA from Georgetown's Center for Eurasian, Russian and East European Studies and International Business Diplomacy programs and a BA from Bard College in History.

**About U.S. Commercial Service:** The International Trade Administration (ITA)/U.S. Commercial Service is the export promotion arm of the U.S. Department of Commerce, with ITA serving as the U.S. government's lead export promotion agency. ITA strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA is organized into three distinct but complementary business units:

1. U.S. Commercial Service/Global Markets
2. Industry and Analysis, and
3. Enforcement and Compliance

ITA has more than 2,200 employees assisting U.S. exporters in more than 100 U.S. cities and 75 markets worldwide.

### March 3 @ Noon



**Presenter:** David George, Analyst & Services Director, GlobalData (London, UK)

[David.George@globaldata.com](mailto:David.George@globaldata.com)

<https://www.globaldata.com/>

### Session Title: Beyond COVID – Making Sense of the New Realities

**Session Description:** GlobalData will present their outlook for the global economy in 2021 and insights as to how businesses will adapt to the new realities of life beyond COVID. This includes the pandemic's impact on how we work, as well as on the impact on key sectors and international trade more generally. The presentation will cover how new technologies will be deployed as companies update their digital strategies in response to the pandemic to better position themselves for future success.

**About David:** David George is an experienced and a highly rated equity analyst from the investment banking sector. He has studied the technology, media and telecom (TMT) sector for over 25 years, having worked in both Europe and Asia. He also plays a lead role in the delivery of custom research and advisory work and is regularly invited to speak at conferences on issues across the technology and digital industries.

**About GlobalData:** GlobalData is a leading provider of data, analytics and insight on the world's largest industries. Headquartered in London, UK, the company has key offices located in the U.S., India and Australia. GlobalData generates more than 13,000 reports annually for more than 4,500 clients worldwide. The company's unique data-driven, human-led and technology-powered approach creates trusted, actionable and forward-looking intelligence reports that companies, governments and industry professionals need to predict the future and avoid blind spots.