



**MEDA FALL CONFERENCE**  
**September 22, 2016**  
**8:00 a.m. to 2:00 p.m.**  
**The Gathering Place – Howard County**

**GLOBAL MARYLAND**

*Sponsored By: Maryland Department of Commerce and  
Maryland Department of Housing & Community Development*

Federal, State and Local governments, as well as international organizations, play a unique role in raising the global profile for our companies and communities. Whether creating new businesses and jobs via exports or foreign direct investment (FDI), Maryland is poised to excel in this globally-based economy.

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| 8:00 – 8:45 am  | <b>REGISTRATION AND CONTINENTAL BREAKFAST</b>  |
| 8:45 – 9:00 am  | <b>WELCOME TO HOWARD COUNTY</b><br>County Executive Allan H. Kittleman   |
| 9:00 – 9:15 am  | <b>MEDA BUSINESS MEETING</b><br>President’s Welcome – Keasha Haythe, CEcD<br>Secretary’s Report – Heather Gramm, CEcD<br>Membership Report – Daniel Thompson   |
| 9:15 – 9:30 am  | <b>OPENING COMMENTS</b><br><b>“Global Maryland: Seizing Our Strengths”</b><br>Ben Wu, Deputy Secretary, Maryland Department of Commerce  |
| 9:30 – 10:00 am | <b>GLOBAL CITIES</b><br>Marek Gootman, Fellow and Director of Strategic Partnerships and Global Engagements, The Brookings Institute<br><br>Brookings Institute has identified significant trends for international business specifically for Maryland. A representative will share findings and identify important indicators for your community. |
| 10:00 – 10:15   | <b>BREAK</b>   |

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| <p><b>Our Next Meeting Is:</b><br/><b>2017 MEDA Winter Conference</b><br/><b>Thursday, January 12, 2017</b><br/><b>Governor Calvert House</b></p> |
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10:15 am – 11:15 am **Panel 1**

**Exporting: "The Exporting Team You Didn't Know You Have"**

*This panel will go over the wealth of resources companies have in Maryland to help them grow globally.*

Moderator:

Brian Castleberry, Regional Manager - Americas and Middle East  
Office of International Investment and Trade, Maryland Department of Commerce

Panel:

Clifton Brouman, Founder & CEO, Man & Machine  
Jolanta Coffey, Senior International Trade Specialist,  
U.S. Department of Commerce, U.S. Export Assistance Center  
Mark Rice, Chair, Maryland/DC District Export Council and  
President/CEO, Maritime Applied Physics Corporation  
Ed Knox, Deputy District Director, US Small Business Administration

11:15 – 11:30

**BREAK**

11:30 – 12:30

**Foreign Direct Investment: "Designing the Right FDI Strategy"**

*This panel will discuss the importance of foreign direct investment attraction efforts and how they relate to growing local economies.*

Moderator: David Campbell, Deputy Director, Investment Services  
SelectUSA, International Trade Administration

Panel:

Aaron Brickman, Senior Vice President, Organization for International Investment  
Brad Gillenwater, Regional Manager – East Asia, Office of International  
Investment and Trade, Maryland Department of Commerce  
Deborah Tillett, President, ETC Baltimore  
Patrick Fromal, National Sales Manager, Shimadzu Scientific Instruments, Inc.

12:30 – 1:30 pm

**LUNCHEON KEYNOTE:**

The latest headline news includes the announcement of federal funding for the development of the Northeast Maglev, a high speed train, first used in Japan, that will transport users from DC to New York faster than ever before. Hear all the exciting updates on this transformational effort.

Wayne Rogers, Chairman & CEO, Northeast Maglev



**1:30 – 2:30**

**Economic Development Directors Meeting**

Directors of Economic Development from counties & cities will be joined by state representatives for a quarterly meeting.