



Montgomery County Department of Economic Development

Business Innovation Network

ROCKVILLE INNOVATION CENTER

155 Gibbs Street, 4th Floor, Rockville, MD 20850; Tel. 301-279-2222

LUNCH MEETING

Tuesday, February 14, 2012

12:00 to 1:15 p.m.

“INTERNATIONAL BUSINESS FOR U. S. START-UPS: OPPORTUNITIES AND PITFALLS”

Speaker: Ira E. Hoffman, Esq., Shulman, Rogers, Gandal, Porphy & Ecker

The international market, which presents both huge opportunities and serious pitfalls for U.S. start-ups, is undergoing dramatic changes. First, in March 2010, the President launched the “National Export Initiative,” which is aimed at doubling exports over the succeeding five years. Then, he announced the “Export Control Reform Initiative,” which is fundamentally transforming U.S. export controls. Now, in the State of the Union address, the President declared the creation of a Trade Enforcement Unit, which will be charged with investigating unfair trading practices in countries like China. Meanwhile, the Free Trade Agreements with Columbia, Korea and Panama were finally approved by Congress.

Come and learn how recent changes in U.S. law and policy will affect your opportunities for entering the international marketplace or expanding your international business.

1. How to Take Advantage of the National Export Initiative, EXIM Bank and OPIC
2. How to Comply with the Rapidly Changing World of U.S. Export Controls (ITAR & EAR)
3. How to Adapt to the Impending Impact of the new “Trade Enforcement Unit”
4. How to Minimize the Risk of Having Your Payments Frozen or Seized
5. How to Comply with the Various Requirements of the Departments of State (ITAR), Commerce (AD/CVD for imports; EAR for exports), Treasury (OFAC), and Justice (FCPA)

Ira E. Hoffman, who is Chair of the International and Government Contracts practice groups at Shulman Rogers, has been practicing international and government contracts law for more than 25 years. He is the Editor of THE ANNOTATED EXPORT ADMINISTRATION REGULATIONS DESK REFERENCE (West, 2nd ed. 2011), and a member of the Board of The Public Contracting Institute. He has taught International Trade Law and European Union Law as an adjunct professor of the George Mason University School of Law, and served as counsel to the Vice Chairman of U.S. International Trade Commission.

LUNCH PROVIDED

RSVP to Nancy: nfinkel@scheerpartners.com; 301-279-2222

**“If any aids, services or removal of barriers are needed to participate, please let us know when you confirm your attendance.”
“Sign language interpreting services will be provided upon request. If you need this or other auxiliary aids or services to participate in this activity, notify the TSC where the program will be held at least five business days advanced. TTY callers use Maryland Relay. Taking these steps will help us to have sufficient time to best meet your request.”**