



AGENDA

Texas-EU Business Summit 2016

Access to Trade, Investment & Innovation

7:30 – 8:15

Breakfast & Conference Registration

Master of Ceremonies – Adriana Cruz, President, Greater San Marcos Partnership

8:15 – 8:30

Opening and Welcoming Remarks

Dr. Doug Biow, Director, University of Texas Center for European Studies
Elena Sgarbi, Italian Consul General in Houston, EU Regional Chair
Steve Adler, Mayor, City of Austin

8:30 – 8:55

Opening Summit Address: EU Trade Update

Thomas Lambert, Deputy Chief of the Belgian Mission to the U.S.
Update on The Transatlantic Trade Investment Partnership (TTIP)

9:00 – 9:45

Nordic Countries

Featured Country: Sweden

Moderator: Astrid Marklund, Honorary Consul General of Sweden

- Andreas von Uexküll, Minister Counselor, Head of Dept. for Trade and Economic Affairs, Embassy of Sweden in the U.S.
- Niklas Nordström, Mayor, City of Luleå
- Maria Rankka, CEO, Stockholm Chamber of Commerce

9:45 – 10:00

Break

10:00 – 10:55

EU Market Access I

Emerging Opportunities in Southern Europe

Intro Presentation: Italy – Elena Sgarbi, Italian Consul General in Houston

Panel Discussion

Moderator: Inmaculada Gutiérrez, Trade Commissioner Embassy of Spain

- **Qualitas Health & Blenco** – Miguel Calatayud, CEO & Founder
- **iContainers** – Carlos Hernández, Co-Founder, U.S. Managing Director
- **bEcosystems, Inc** – Daniel Samper, CEO





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11:00 – 11:55 **EU Market Access II**

Moderator: Robert Dean, Executive Director, Business Transformation, CISCO Systems

- **Belgium** – Yves Dubus Trade and Investment Commissioner, Belgium
- **Ireland** – Adrian Farrell, Consul General of Ireland
- **Luxembourg**: Georges Schmit, Consul General of Luxembourg, Executive Director, Luxembourg Trade and Investment Office
- **Innovation First International** – Warren Weeks, CFO

12:00 – 1:30 **Lunch/Keynote** – Salon F

The State of the EU: Caroline Vicini, Deputy Head of the EU Delegation
Entrepreneurship and the Transatlantic Economy: Robert Sherman, U.S. Ambassador to Portugal

1:30 – 4:00 **Texas-EU Interactive Trade Forum**

Presented by: Larry Tabash, Sr. Int'l Trade Specialist, U.S. Dept. of Commerce

- Kevin Johns, Director of Economic Development Department, City of Austin
- Paul (PJ) Menner, Commercial Specialist U.S. Embassy London
- Louis W. Fredricks, Commercial Assistant, Foreign Commercial Service U.S. Mission to the European Union
- Michael Thompson, Trade Promotion Programs, U.S. Department of Commerce

Featured Countries

Belgium, Croatia, Czech Republic, Hungary, Ireland, Italy, Luxembourg, The Netherlands, Spain, Sweden, and United Kingdom

The U.S. Department of Commerce/U.S. Commercial Service (USCS) will present an Interactive Trade Forum, an informative presentation on the services available to U.S. companies through its global presence in more than 80 countries around the world including Europe. USCS trade specialists will participate virtually from Europe to introduce their expertise. Also, the Interactive Trade Forum networking event will allow participants to get the specific information their businesses need to find success in Europe by consulting one-on-one with industry leaders and EU trade representatives as well as service providers in financial, legal, and trade facilitation services.

4:30 – 6:00 **Closing Reception**

Host: Adrian Farrell, Consul General of Ireland

Location: Consulate General of Ireland, 515 Congress Ave, #1720, Austin

