



SOUTHERN CALIFORNIA: FUELING INNOVATION AND ECONOMIC GROWTH

WORLD TRADE WEEK CELEBRATING TRADE IN L.A.

For more than 93 years, World Trade Week (WTW) Southern California has been the most extensive and unique program of its kind in the country, actively promoting the positive aspects of international trade that are vital to a strong local and national economy.

Join us Tuesday, Sept. 22 for an exciting morning of networking, virtual exhibits and expert speakers as the program goes virtual this year!

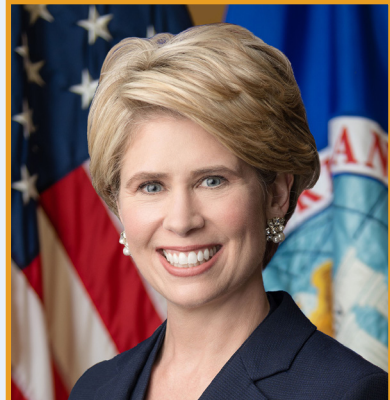
JOIN US FOR A
VIRTUAL CONFERENCE!

SEPT. 22

8:00 – 9:00 A.M. | EXPO HALL
9:00 – 11:00 A.M. | PROGRAM
11:00 A.M. – 12:00 P.M. | NETWORKING

RSVP TODAY >>>

>>>> KEYNOTE SPEAKER:



KIMBERLY REED

**PRESIDENT AND CHAIR
EXPORT-IMPORT (EXIM) BANK OF THE UNITED STATES**

Kimberly Reed is the first woman to lead EXIM Bank, an independent federal agency that supports American jobs by facilitating the export of U.S. goods and services. Recognized as one of the Washingtonian magazine's "Most Powerful Women in Washington" and "100 Women Leaders in STEM" by STEMconnector, Reed has spent her 20-plus-years career working in the public and private sectors and has led efforts focused on American job creation, trade, economic development, food and agriculture, and government reform.

>>>> SPECIAL REMARKS:

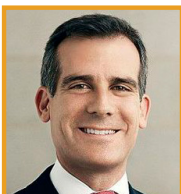


BØRGE BRENDE

**PRESIDENT
WORLD ECONOMIC FORUM**

Børge Brende is President of the World Economic Forum. Brende served as Minister of Foreign Affairs, Minister of Trade and Industry and Minister of the Environment for the government of Norway. He was also a member of the Norwegian Parliament for many years, Secretary General for the Norwegian Red Cross and Chair of the United Nations Commission for Sustainable Development.

>>>> OPENING REMARKS:



MAYOR ERIC GARCETTI
City of Los Angeles

>>>> PROGRAM EMCEE:



DAVID ONO
News Anchor
ABC 7

>>>> FEATURED PANEL:

International trade and investment increasingly faces ever-greater threats from a cybersecurity perspective as COVID-19 has accelerated the transition of companies to digital trade and e-commerce. The management and protection of supply chains that rely on these systems faces greater risk than ever before. The deployment of technological defenses have grown, but are they enough to secure trade and commerce? What are the innovative practices and models available to companies and governments?

MODERATOR:



LINDA MEDLER

President and CEO, L A Medler & Associates, LLC
Former Chief Information Security Officer and Director of IT Security,
Raytheon Missile Systems

SPEAKERS INCLUDE:



CHRISTOPHER KREBS

Director
U.S. Department of Homeland
Security's Cybersecurity and
Infrastructure Security Agency (CISA)



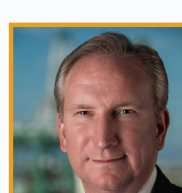
MARIO CORDERO

Executive Director
Port of Long Beach



CHRIS HETNER

Executive Vice President
Cyber Assessments (a joint venture of
Moody's Corp. and Team8)
Special Advisor of Cyber Risk
National Association of Corporate
Directors



GENE SEROKA

Executive Director
Port of Los Angeles

>>>> THIS YEAR'S VIRTUAL WORLD TRADE WEEK IS PRECEDED BY TWO SPECIAL PROGRAMS!

**SUCCESSFUL EXPORT STRATEGIES & BUILDING
BUSINESS CONNECTIONS, FEATURING 2020 WORLD
TRADE WEEK AWARD RECIPIENTS
SEPT. 16, 10:00 – 11:15 A.M.**

RSVP TODAY >>>

**WTW SCHOLARSHIP CEREMONY: "CELEBRATE THE
FUTURE OF TRADE"
SEPT. 17, 4:00 P.M.**

TUNE IN >>>

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