



***Small Business Growth and Resiliency Through Export Opportunities in
U.S.-Korea Trade***

September 8, 2022

Bell Harbor Conference Center, 2211 Alaskan Way, Seattle, WA

PROGRAM

Registration / Light Breakfast / Networking -- Lobby

8 – 9 a.m.

Opening Plenary Speeches – (Session 1) - Bay Auditorium

9:10 - 9:45 a.m.

- Emcee: Sam Cho, Port of Seattle Commissioner
- Bruce Harrell, Mayor, City of Seattle
- Cindy Ryu, Washington State Representative
- Dr. Lisa Brown, Director, Washington State Department of Commerce
- Cho Tae-yong, Ambassador of South Korea to the U.S. – Keynote
- Administrator Isabella Guzman, U.S. Small Business Administration -- Keynote

Foreign and Local Export Market Overview – (Session 2)

9:45 – 10:25 a.m.

South Korea Market Overview

- Sewon Jung, Strategic Partnerships, Policy Analysis, and General Management, Korea Trade and Investment Promotion Agency (KOTRA)

Washington State Market Overview

- Chris Green, Assistant Director, Office of Economic Development & Competitiveness, Washington State Department of Commerce

Tips and Insights for Entering the South Korea Marketplace Panel – (Session 3)

10:25 – 11:15 a.m.

- Moderator: Isabelle De Wulf, Managing Director, Office of Economic Development & Competitiveness, Export Assistance Team, Washington State Department of Commerce
- Ellie He, International Trade Business Advisor, Washington Small Business Development Center – Export Team
- Thomas Meade, International Trade Specialist, U.S. Commercial Service – Seattle
- Gerald Hoe, Head of Global Marketplace ROW, Coupang -- KC Certification
- Brien Kim, Vice President, ACI North America -- Korean Logistics Co.



BREAK

11:15 – 11:25 a.m.

Resources for Small Business Exporters Panel – (Session 4)

11:25 a.m. – 12:15 p.m.

- Moderator: Karl Dahlgren, Life Science/Global Health International Trade Specialist, Office of Economic Development & Competitiveness, Export Assistance Team, Washington State Department of Commerce
- Amandine Crabtree, Aerospace International Trade Specialist, Office of Economic Development & Competitiveness, Export Assistance Team, Washington State Department of Commerce -- State Trade Expansion Program (STEP) – Travel Voucher Program
- John Brislin, Export Finance Manager, SBA Office of International Trade – Seattle -- SBA STEP Grant & SBA Export Loan Programs
- Zara Castillo, Director, Export Finance Assistance Center of Washington -- STEP Funded Export Education

Lunch – (Session 5) - Sound Room

12:15 – 1:15 p.m.

Mid-Event Plenary Speeches

- HL Rogers, Coupang COO, Remarks
- Josh Davis, Vice President of Global Trade and Investment, Greater Seattle Partners – Seattle Market Overview

Public & Private-Sector Resources for E-Commerce Exporting Panel – (Session 6)

Bay Auditorium

1:15 – 2:15 p.m.

- Moderator: Tammy Deets, Clean Technology, Advanced Manufacturing & Maritime International Trade Specialist, Office of Economic Development & Competitiveness, Export Assistance Team, Washington State Department of Commerce
- James Bledsoe, International Trade Administration, eCommerce Solutions Center Director
- Lynn Longan, Manager, Rural & Small Business Team, Small Business Training and Education, Washington State Department of Commerce -- Go Global eCommerce Grant
- John Brislin, Export Finance Manager, U.S. Small Business Administration -- Small Business Digital Alliance



E-Commerce Marketplace Opportunities Panel – (Session 7)

2:15 – 3:15 p.m.

- Moderator: Kelly Im, Senior Business Marketing Specialist, Coupang
- Gerald Hoe, Head of Global Marketplace ROW, Coupang – Coupang Marketplace sales channels, educational
- Adam Poole, Director of Ecommerce, Coupang -- 1P

BREAK

3:15 – 3:35 p.m.

Business Roundtable: Seller Success in Korea Panel – (Session 8)

3:35 – 4:35 p.m.

- Moderator: Kelly Im, Senior Business Marketing Specialist, Coupang
- Adam Poole, Director of Ecommerce, Coupang -- 1P
- Amazon Seller: Sean Brownlee, CEO, Ravenox
- Tommy Vogtman, Senior Director APAC, Mamenta -- Coupang Marketplace Aggregator
- Eduardo Fernandes, Director of Marketing, Payoneer North America

Closing Plenary Speeches – (Session 9)

4:35 – 5 p.m.

- Regional Administrator Michael Fong, U.S. Small Business Administration, Pacific Northwest, Region X
- Congresswoman Marilyn Strickland, WA-10, U.S. House of Representatives -- Keynote
- Associate Administrator Gabriel J. Esparza, U.S. Small Business Administration, Office of International Trade