

EXPORT UNIVERSITY

Educating Towards Export Excellence



Session #4

301: Adapting Products to Individual Markets

AGENDA

Thursday July 29, 2010
Small Business Administration (SBA)
King of Prussia, PA

- 8:30 a.m. Registration and Welcome Breakfast
Welcome: Leandro Solórzano, Trade Specialist, U.S. Commercial Service
- 9:00 a.m. Product Adaptation Standards
- Lawrence A. Kogan – President of the Institute for Trade, Standards, & Sustainable Development
National Institute of Standards and Technology
 - Mary Jo DiBernardo - NIST
- 9:45 a.m. Break
- 10:00 a.m. Design for Export – Getting Products' Look, Feel and Function Right
- Alix James Kocher – CEO, Neilson Kellerman
- 11:15 a.m. Packaging and Labeling
- DVIRC, Mark Basla
- 11:35 a.m. Warranties and After Sales Services
- White & Williams
- 12:00 p.m. Concluding Remarks

