

# AMERICAN FEED INDUSTRY ASSOCIATION

*Representing the Total Feed Industry*

## Import & Export Seminar

### September 27 - 28, 2010



#### CONFERENCE HIGHLIGHTS:

**When:** September 27-28, 2010

**Where:** Arlington Court Suites Hotel, Arlington, Va.

**Why:** The task of completing imports and exports of feed, ingredients and pet foods is often unclear, and disruptions can cost time, money and customer loyalty. The American Feed Industry Association understands the process isn't straightforward. That's why AFIA is hosting an Import & Export Seminar to educate members about options for completing regulatory trade requirements for feed, ingredients and pet foods.

**Who Should Attend:** Feed, ingredient and pet food professionals responsible for the imports or exports of agricultural products.

**Speakers:** Individual experts from the Office of the United States Trade Representative (Executive Office of the President), the Department of Agriculture's Animal and Plant Health Inspection Service and the Foreign Agricultural Service and the Food and Drug Administration.

The program will provide details about available resources, what to do in specific scenarios, question-and-answer sessions and regional trade updates.

**Important Note:** Space for this event is limited, so be sure to register early.

2101 Wilson Blvd., Ste 916, Arlington, VA 22201  
T: (703) 524-0810 • F: (703) 524-1921 • [afia@afia.org](mailto:afia@afia.org) • [www.afia.org](http://www.afia.org)



# AGENDA

## MONDAY • SEPTEMBER 27, 2010

- 1:00 P.M. - 1:15 P.M. Welcome  
Richard Sellers, vice president,  
American Feed Industry Association
- 1:15 P.M. - 2:00 P.M. Future of Feed: The Global Market  
Joel Newman, president and CEO,  
American Feed Industry Association
- 2:00 P.M. - 2:45 P.M. USDA Foreign Agriculture Service: Agency  
overview and role in promoting U.S.  
agricultural exports and overview of the  
WTO. Confirmed FAS representative.
- 2:45 P.M. - 3:15 P.M. Break
- 3:15 P.M. - 4:15 P.M. USDA-FAS: An overview of tools provided  
by FAS. Confirmed FAS Representative.
- 4:15 P.M. - 5:00 P.M. United States Trade Representatives:  
The Role of USTR and how USTR can  
assist in the trade of feed ingredients –  
Confirmed USTR representative.
- 5:00 P.M. - 5:30 P.M. Q&A session with FAS and USTR  
representatives
- 6:00 P.M. - 7:00 P.M. Reception

## TUESDAY • SEPTEMBER 28, 2010

- 7:00 A.M. - 7:30 A.M. Breakfast
- 7:30 A.M. - 8:00 A.M. World Organization for Animal Health  
(OIE): How it works and its impact on the  
trade of feed, ingredients and pet food.  
Confirmed APHIS representative.
- 8:00 A.M. - 9:00 A.M. USDA Animal and Plant Health Inspection  
Service and the National Center for Import  
& Export: How to export animal products.  
Dr. Joyce Bowling-Heyward, Assistant  
Director, NCIE/USDA
- 9:00 A.M. - 10:00 A.M. USDA APHIS, NCIE: How to import animal  
products. Dr. Lynette Williams McDuffie
- 10:00 A.M. - 10:15 A.M. Break

## TUESDAY • CONTINUED...

- 10:15 A.M. - 10:45 A.M. FDA's Center for Veterinary Medicine:  
CVM's Export Role  
Kim Bell, Export Certificates, CVM/FDA
- 10:45 A.M. - 11:15 A.M. A state perspective: How states assist in  
exports of products. Dr. Bob Waltz, State  
Chemist and Seed Commissioner, Office  
of Indiana State Chemist
- 11:15 A.M. - 12:15 P.M. FDA Division of Import Operations and  
Procedures: How to import an FDA-  
regulated feed product.  
Confirmed FDA DIOP representative
- 12:15 P.M. - 1:00 P.M. Lunch
- Afternoon Panel Discussion: Each topic  
will be addressed by representatives of  
the following organizations: USTR, FAS,  
DIOP and APHIS.*
- 1:00 P.M. - 1:45 P.M. European Trade Update
- 1:45 P.M. - 2:30 P.M. Asian Trade Update
- 2:30 P.M. - 3:00 P.M. Break
- 3:00 P.M. - 3:45 P.M. North American Trade Update
- 3:45 P.M. - 4:30 P.M. Central and South American Trade Update
- 4:30 P.M. - 5:00 P.M. Discussion and concluding statements



# LOGISTICS

**ROOM RATES:** Conference attendees are responsible for making their own hotel reservations. We suggest the Arlington Court Suites Hotel, where the seminar will be held. Please make your reservations directly with the hotel at (703) 524-4000. Please mention you will be attending the AFIA meeting to receive the preferred room rate of \$169 for single or double room occupancy. We recommend making your hotel reservations by Aug. 27, 2010, to receive the discount. After this date, AFIA's room block will be released, and rooms will be at higher rates, if available.

## AIRPORT and GROUND TRANSPORTATION

Arlington Court Suites Hotel  
1200 N. Courthouse Rd., Arlington, Va. 22201  
Tel: (703) 524-4000 Fax: (703) 522-6814

The Reagan Washington National airport (DCA) is 4.9 miles or 10 minutes from the hotel. Taxi fare is about \$25. Hotel parking is \$25 a day.

Avis is offering a discount on car rentals for seminar registrants through Avis Worldwide Discount (AWD) # G028647.

## CONFERENCE REGISTRATION

There are four easy ways to register:

1. Complete the writable form on Page 4 (type directly on the document) and send it to the AFIA office at 2101 Wilson Blvd., Ste 916, Arlington, VA 22201.
2. Complete the writable form on Page 4 (type directly on the document) and fax it to (703) 666-8092.
3. Visit [www.afia.org](http://www.afia.org) to register online.
4. Complete the writable form on Page 4 (type directly on the document) and e-mail it to Sharon Henry at [shenry@afia.org](mailto:shenry@afia.org).

## REFUND POLICY

All refund requests must be faxed or mailed to the AFIA offices:

- 90 percent of payment will be returned when request is received prior to Aug. 13, 2010.
- 50 percent of payment will be returned when request is received prior to Sept. 17, 2010.
- No refund will be provided after Sept. 18, 2010.

## SPONSORSHIPS

Sponsors play an important role in the success of this program. Becoming a sponsor of this seminar is a great way to support AFIA's unique and important work and promote your business. AFIA recognizes businesses may want to contribute in different ways, so we offer a range of sponsorship options. For more information, contact Sarah Novak at [snovak@afia.org](mailto:snovak@afia.org) or (703) 558-3574.

## NAME BADGE REQUIRED

Each registrant receives a name badge that must be worn for entry into all speaking sessions, meals and social functions.

For your convenience, a list of registrants will be shared with attendees prior to the event and not on-site.

## ADDITIONAL INFORMATION

Contact AFIA Meeting Planner Veronica Pedrotty at (703) 558-3563 or [vpedrotty@afia.org](mailto:vpedrotty@afia.org) if you have questions or need assistance with registration.

# IMPORT & EXPORT SEMINAR REGISTRATION

## 4 EASY WAYS TO REGISTER

**1** MAIL  
AFIA  
2101 Wilson Blvd.  
Suite 916  
Arlington, VA 22201

**2** FAX  
(703) 666-8092

**3** ONLINE  
www.afia.org -  
click "Educational  
Materials" tab

**4** E-MAIL  
shenry@afia.org

Name

Badge Name (Nickname)  Job Title

Company

Mailing Address

City  State  ZIP

Country  Phone

E-mail (required)

	<b>Early-Bird Registration (due COB Aug. 27)</b>	<b>Regular Rate (due COB Sept. 10)</b>	<b>On-Site</b>
Member	\$425	\$525	\$575
Non-Member	\$625	\$725	\$775

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**Payment Method:** Mastercard  Visa  American Express  Check (payable to American Feed Industry Association)

Card Number  Exp. Date

Cardholder Name

Billing Address (if different from above)

I authorize AFIA to charge my credit card for the one-time transaction of \$