



Organization of Women in International Trade

*OWIT Newsletter March 2021*

## □ A message from our President



**Happy Women's History Month! This year's theme "Women in Leadership: Achieving an Equal Future in a COVID-19 World" highlighted the tremendous effort that I need to do as a woman to shape a more equal future and recovery from the COVID-19 pandemic. In honor of International Women's Day ("IWD"), I took the opportunity this month to present at and attend a number virtual celebrations with high-level dignitaries in locales such as Geneva, Miami and Nairobi. The message at these events hosted by other gender equality advocates was to amplify the voices of women all over the world. Most importantly, a number of our local OWIT chapters and the virtual chapter held events to honor IWD, to keep these ideas at the forefront of their minds.**



## □ OWIT International Corner

### **Dealing with Counterfeiting and Brand Protection**

By Lizzy Benseid, Spring Intern at Doyle, Barlow & Mazard PLLC

On January 27, 2021 at 12 EST, NASBITE held a webinar titled *Dealing with Counterfeiting and Brand Protection* that was hosted by OWIT General Counsel Audrey Glover-Dichter. This session discussed how small and medium enterprises (“SMEs”) can protect their business’s brand from sneaky counterfeiters that increase daily in the traditional supply chain around the world. This issue is growing widely and poses a serious commercial threat to businesses of all sizes.

The webinar presenter was Kari Kammel, Esq., the Assistant Director, Education & Outreach Center for Anti-Counterfeiting and Product Protection at MSU. This webinar addressed the challenges of protecting your brand and ways that businesses should try to avoid counterfeiting as well as what counterfeiting is.

When speaking about counterfeit products, it specifically focuses on the misuse of a trademark on the product. There also was discussion over understanding that intellectual property (“IP”) protection is essential to protecting a business, aligning brand protection with internal roles, collaborating with larger businesses to create successful protection strategies for both companies, and forming partnerships with law enforcements.

Key points of the talk are as follows:

- Counterfeiting products is the misuse of a trademark on the said product. Some can be quite difficult to tell by the average person, especially if there is nothing with which to compare it, but some can be quite obvious.
  - The impact of counterfeiting affects primarily the brand owner - the owner of the trademark. The main reason that IP protection was created in this country is to protect innovation and to find sources of products. Consumers may be victims if they are not getting a product they thought they were buying, as well as being unsure where their money and account information was sent.
  - Understanding the businesses internet protocol address is essential to protecting your business and its future. Talking with experts about what specific internet protocol addresses need to be protected specifically is important as well. Many tend to jump to the conclusion that patents are important to protect if the business has a unique or technical design, but protecting trademarks are important as well because it shows the consumer the branding and where the produce was made.
  - Begin to develop and implement your brand protection plan by first realizing that there are counterfeit competitors out there.
  - Your workers are your greatest asset in every aspect of your business. Businesses should acknowledge this point and then begin to align brand protection to protect the duties their workers are doing on a daily basis, or as a large portion of their job. Cataloging what is your IP and what needs to be protected is a highly suggested way to ensure that you are not exposed individually.
  - Partnerships may hold the greatest value for SMEs and may lead to higher levels of supply chain guardianship. It is a collaboration that may cost a small investment from bigger companies, but could lead to a huge return in the end. It is also essential that businesses make partnerships with law enforcement to ensure that a product is being shipped legally. Having a partnership with Customs and Border Protection benefits your business greatly, especially if one of your products was seized for suspicion of being a counterfeit. Having someone within the organization acknowledge that the product has been counterfeited helps eliminate any suspicion within your business.
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MEET THE EXPERTS WORKSHOP

WEDNESDAY, APRIL 14

9:00am - 10:30am PST

*Up Your Speaking Game to  
Attract New Global Opportunities*



**Anne Freedman**  
Speakout Inc.



**Camelia Mazard**  
Doyle, Barlow & Mazard PLLC,  
International President, OWIT



**Moderator:  
Susan Baka**  
Bay Communications &  
Marketing Inc.,  
International VP, OWIT



**Frida Owinga**  
PassionProfit Ltd.,  
Executive VP, OWIT



**Hülya Kurt,**  
InnKick, President,  
OWIT Lake Geneva

*Hosted By:*



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**REGISTER HERE**

□ **OWIT International upcoming webinars**





# AGOA: OPTIONS FOR GREATER US-AFRICA PARTNERSHIP

A WIIT Trust panel featuring Fall 2020 Scholarship Winner

The African Growth and Opportunity Act (AGOA), the United States' long-standing commitment to development and market access for African trade partners, will expire in 2025. How impactful has this program been to date? In the 21st century economy, are there other or better opportunities to engage with Africans, supporting long-term sustainable growth and market creation? With an introductory overview by the Fall 2020 WIIT Trust Young Leader Scholarship Winner, Laura Spector, we will hear from a number of long-standing experts on Africa trade and bilateral relations – how do we make 2021 a better year for partnership with Africa?

Opening remarks by:

Laura Spector, Fall 2020 WIIT Trust Scholarship Winner

Featuring:

Florie Liser, Corporate Council on Africa

Nnedinma Ifudu Nweke, Akin Gump

Sophia Lafargue, Office of Congressman Gregory Meeks

Moderated by:

Hera Abbasi, IBM and WIIT Board Member

[Register Here](#)

## INCOTERMS 2020 – The Top 5 Things You Need to Know

You may use Incoterms 2010 but do you know what has changed with INCOTERMS 2020 and how to apply them? Not using the best term in the proper context can be costly; don't realize your mistake when it is too late. This webinar will provide not only an understanding of the definitions but actual examples of using them to your advantage in purchase orders, sales agreements and even letters of credit. Do you know which terms to use if you are the seller and there is an export license or letter of credit? If you are the buyer do you know why you may select certain terms based on the origin of the goods or other considerations? Do you understand how and when to best use the various



**ROBERT P. IMBRIANI (Bob)** has been in the international/domestic transportation and logistics field for almost five

terms? This 90 minute webinar will help provide the answers. Who should attend? International trade professionals, purchasing agents, sales team, contracts team, logistics/transportation and finance professionals.



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**OWIT Member Registrants: Discount will be applied in the cart for all logged in members.**

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decades. He has held various senior executive positions with major U.S. Customs brokers/freight forwarders. He is currently Executive Vice President, International for Team Worldwide & President of Team Ocean Services, Team Worldwide, Ltd. (Canada) and Team International Trade Services. Mr. Imbriani is a well-known speaker and educator in the areas of trade compliance, contract negotiations, transportation, logistic/supply chain solutions, customs brokerage, trade development, e-commerce, commercial terms and financial services. He is an adjunct professor in these areas at Baruch College, Pace University in New York. He has presented classes at The US Merchant Marine Academy and The US Naval Academy. He is a Certified Global Professional & instructor for NASBITE.

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**MAR  
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## **USMCA IMPLEMENTATION AND ENFORCEMENT WITH U.S. CBP'S USMCA CENTER**

Join GATT DC (LGBT Professionals in International Trade) and WIIT (Association of Women in International Trade) for a discussion concerning the implementation and enforcement of the United States-Canada-Mexico Agreement ("USMCA") by U.S. Customs and Border Protection ("CBP").

We will hear about CBP's efforts to ensure a comprehensive, consistent, and transparent

implementation of this important trade agreement, including the launching of a focused USMCA Center. CBP's USMCA Center Director Queena Fan and Branch Chief Adam M. Sulewski will join us to discuss the practical dimensions of CBP's implementation of the USMCA, how enforcement of the agreement is developing, and priorities for enforcement and future informational rollouts.

Featuring:

- Queena Fan, Director of the USMCA Center, U.S. Customs and Border Protection
- Adam M. Sulewski, Branch Chief, USMCA Center, U.S. Customs and Border Protection

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## OWIT International Past Webinars

### What's Ahead for US Trade in 2021: Agriculture, Manufacturing & Services Tuesday, January 12th 2021 | 12.00pm EST

#### The Panel



**Christine Bliss,**  
President  
The Coalition of  
Services Industries  
(CSI)



**Lesly McNitt,**  
Director of Public Policy,  
National Corn Growers  
Association (NCGA)



**Christine A. LoCascio,**  
Chief, Public Policy,  
Distilled Spirits Council  
of the United States  
(DISCUS)



**Penelope Naas,**  
VP & District Manager  
for International Public  
Affairs & Sustainability,  
UPS



**Angela Marshall Hofmann**  
President, World Strategies, LLC  
**Moderator**



#### *Charges*

Non Members \$40

Members \$25

[PURCHASE HERE](#)





Covid 19 caused unprecedented and lingering disruptions in the production and distribution systems of many enterprises. The challenges and new changes include, in part, disruptions in supply chains, falling and changing demand patterns and consumer preferences, cash-flow constraints and a surge in e-commerce and utilization of online facilities for normal operations. Enterprises surviving the effects of the pandemic have been forced to quickly review their strategies in order to align themselves to the new emerging conditions, including competition.

Those companies, particularly SMEs, that could not adapt quickly enough, for one reason or the other, declared most of their workers redundant, while some face imminent closure as temporary fiscal measures (economic stimuli), that had been put in place by many Governments elapsed.

Product development has emerged as one of the key strategies helping companies to adjust and cope with production and delivery disruptions, including competition. Developing new products is an attractive way of targeting new markets, increasing market share in times of stiff competition and slackened demand.

It is helping companies to increase sales and register sustained revenue streams. Some firms are also realizing product development through redesigning existing products in away that results in lower cost of production. These are the reasons you should not miss our February 25th 2021 Webinar by Madam Beatrice Mwasi, an innovation and management specialist with over 20 years of hands-on and professional experience. Beatrice Mwasi holds a Master's Degree in Design Management (Middlesex University – UK); Diploma in Management (Swedish Institute of Management); and B.A. (Hons) in Industrial Design, from The University of Nairobi).

She will discuss:

- ☐ Effects of Covid-19 on business
- ☐ A paradigm shift among consumers
- ☐ 3 Pathways to THRIVE during disruption
- ☐ Need for a holistic approach in providing for the emerging value system
- ☐ Delivering and capturing value amidst Covid-19

[PURCHASE HERE](#)

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## Chapter Corner

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**OWIT Zimbabwe**

## ONE TRADE AFRICA

### HARARE FORUM

Trade Beyond COVID-19: Demystifying the AfCFTA for Women-led MSMEs in Zimbabwe and Southern Africa

16 March 2021 | 12:00 - 15:30 (GMT+2)

Zoom: <https://bit.ly/38uVTpD>



The International Trade Centre (ITC) in collaboration with the Organization of Women in International Trade (OWIT) in Zimbabwe hosted a trade forum on 16 March and explored how the African Continental Free Trade Area (AfCFTA) can help empower women entrepreneurs in Southern Africa.

The event was part of ITC's "One Trade Africa" programme that supports women and youth entrepreneurs in taking advantage of the AfCFTA.

"To be able to fully gain from the AfCFTA, African entrepreneurs, particularly women-led businesses, need to understand how this historic agreement can directly benefit them. The Harare forum will generate trust in the Agreement as well as establish a sense of ownership to ensure its long-term sustainability," says Aissatou Diallo, ITC Senior AfCFTA Coordinator.

The Common Market for Eastern and Southern Africa (COMESA) Business Council and the country's trade development and promotion agency - ZimTrade, joined the event, titled 'Trade Beyond COVID-19: Demystifying the AfCFTA for Zimbabwe/Southern Africa Women-led MSMEs'.

The forum provided an opportunity for women entrepreneurs in Southern Africa to develop new trade roadmaps for their businesses. Due to COVID-19, 30 delegates will gather in Harare while participants from the sub-region, key speakers and panellists will join virtually.

Tshengi Ndlovu, president of OWIT-Zimbabwe expressed her excitement, believing that youth and women in the region will soon reap the benefits of the AfCFTA. "We applaud the addition of the AfCFTA Protocol on Women and Youth and we look forward to working closely with the government in ensuring that they benefit from the opportunities that come with the AfCFTA," she says.

The event included mini-workshops on key trade topics. They looked at exporting within the AfCFTA - a new ITC training programme - using e-commerce to expand business opportunities and increase intra-Africa transactions as well as explore ITC tool to identify gaps in policy and monitor progress through SheTrades Outlook.

ITC estimates the share of women-owned companies participating in international trade at 20%. Additionally, an estimated one billion women are unable to fully participate in the global economy. In developing countries, about 36% of micro, small and medium-sized enterprises (MSMEs) are said to be partially or fully owned by women.

This is why ITC is committed to building women entrepreneurs' capabilities to trade and to take advantage of the African single market. The event will culminate with a call to



action from small businesses highlighting key areas of intervention for women-owned businesses in Southern Africa within the AfCFTA context.

MSMES make up more than 90% of all businesses in economies across the African continent, and women comprise almost 60% of Africa's self-employed workforce. Scaling up intra-Africa trade is a game changer and is set to transform the continent's economy, with countries trading under the AfCFTA since January 2021.

This is a milestone for Africa, taking a bold step beyond regional integration for cross-continental trade. In Zimbabwe, the government has been urging MSMEs to position themselves for lucrative export opportunities under the AfCFTA. The country has one of the most vibrant small business sectors in Africa, which plays a critical role in job creation.

[Visit OWIT Nairobi Website](#)

## WIT NC



WIT-NC Presents a Virtual Event

### **Export Controls in the New U.S. Administration**

April 14, 2021  
6:00 - 8:00 PM PDT

#### **Featured Speaker**



Kevin J. Wolf

Partner  
Akin Gump Strauss Hauer & Feld, LLP

## **WIT-NC Presents a Virtual Event: Export Controls in the New U.S. Administration**

WIT-NC will host a conversation with Kevin Wolf, Partner at Akin Gump Strauss Hauer & Feld, LLP and former Assistant Secretary for Export Administration at the US Department of Commerce at our monthly meeting on Wednesday, April 14th. We'll be discussing the changes that may occur in US export controls with the new appointees in the Commerce Department and how they will approach the leftover policies from the previous administration. Will your company be impacted? Join us to find out!

Kevin J. Wolf is a partner in Akin Gump Strauss Hauer & Feld LLP's international trade practice and based in Washington, D.C. Prior to joining Akin Gump, Kevin served for seven years (2010-2017) as Assistant Secretary of Commerce for Export Administration in the Bureau of Industry and Security (BIS) at the Department of Commerce. In this role, his primary responsibility was leading the administration of the export control and licensing functions of BIS. He was also a Commerce Department representative to the Committee on Foreign Investment in the United States (CFIUS).

Kevin's experience and perspective enables him to provide innovative policy and regulatory solutions on export control, sanctions and foreign direct investment issues. He

works with a range of companies and sectors, including aerospace and defense, high technology, energy and manufacturing.

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Vice President of Communications  
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**Fabiano Laux**

Account Executive, Global Sales  
Delta Air Lines  
President, GBTA Tampa Bay



**Ameer Gullickson**

Associate Director,  
Global Travel Ops Lead  
Bristol Myers Squibb

**APRIL 22 | 11:30AM-12:30PM**

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**VITRUAL**



## "OWIT VIRTUAL CHAPTER INFORMATION SESSION"

March 24th, 2021 at Noon EST.

Get to know each other and connect with like-minded women and men and take a deep dive into your OWIT Virtual Chapter Membership! The Virtual Chapter of the Organization for Women in International Trade held the "OWIT Virtual Chapter Information Session" on **March 24<sup>th</sup>, 2021 at Noon EST via Zoom.**

This webinar was free for current, former, and potential Virtual Chapter members.

### Information About Event

We were all intrigued in what membership with OWIT can do for us when first introduced to the organization. We explored your benefits and securing your return on investment in the form of joining a vast network of established entrepreneurs and women in an array of careers and creating meaningful connections with your next employer, client, partner and friend on the international stage! We are from countries all over the globe and there is limitless value in having meaningful connections and a support team in our global network of over 2,000 individual members located throughout the world.

We also showed how easy it is to use our new website to access discounted professional development programming from our chapters and partners as well as how to reach out and connect with members across the globe.

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## *HOW TO ACCESS YOUR OWIT INTERNATIONAL MEMBER BENEFITS*

You will find increased functionality and easy access to your OWIT International membership benefits in our new website and membership directory. Once logged on with your member credentials, you can access your Members Only benefits, including the Membership Directory, discounts on webinars and other events, and the Job Bank. Register for upcoming events from our home page. View OWIT International, chapter, and partner events in our Events Calendar. Connect with members in chapters across the globe via our membership directory.

Here's how to set up your member credentials on the new website:

### **Did you have a profile in our membership directory on our old website?**

Your profile has been exported to the new website and membership directory. Just go to our website <https://www.owit.org> and click on Members Only and Log In. On the Log In page, click Lost Your Password? On the Password Recovery page, enter the email address where you receive OWIT International emails and click Reset Password. You will receive an email to reset your password. Then you'll be ready to update your profile and access your OWIT International member benefits, including webinar registration at the member rate.

### **Need to Register Your Chapter Membership or Join our Virtual Chapter?**

If you don't have a profile in our membership directory yet, please go to our website <https://www.owit.org>. If you are currently a member of one of our chapters, please click on Register Your Chapter Membership with OWIT Int'l. If you'd like to join our Virtual Chapter, please click on Join Our Virtual Chapter.

If you have any difficulty, please contact [vp-membership@owit.org](mailto:vp-membership@owit.org).

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## Don't Miss Out on Any Member Benefits!

Did you know that as a member of one of OWIT's chapters, you are AUTOMATICALLY part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT chapter worldwide
- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register your chapter membership on OWIT International's website <https://www.owit.org>. Create your free member profile today! If you're not a member of a local chapter, please visit <https://owit.org/owit-chapters/> to learn more about our chapters. If you have questions, please contact [vp-membership@owit.org](mailto:vp-membership@owit.org).

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## Call for Volunteers!

OWIT International needs you! We have ten amazing committees that are seeking volunteers. If you are interested, please contact OWIT President Camelia Mazard at [president@owit.org](mailto:president@owit.org).

- **Chapter Development:** Are you interested in helping grow the OWIT network around the world? If so, this is the committee for you!
- **Chapter Support:** Are you interested in helping OWIT chapters learn the benefits of the OWIT network? If so, this is the committee for you!
- **Marketing:** Are you interested in helping with OWIT's newsletters and press releases? If so, this is the committee for you!
- **Social Media:** Are you interested in helping with keeping OWIT's social media active and up-to-date? If so, this is the committee for you!
- **Partnership:** Are you interested in working with OWIT's premier partners to increase the profile of OWIT around the world? If so, this is the committee for you!
- **Conference:** Are you interested in helping with OWIT's annual conference to ensure it is a success, with amazing speakers from all over the world, and all members of OWIT around the world attend? If so, this is the committee for you!
- **Programming:** Are you interested in helping with OWIT's webinars? If so, this is the committee for you!
- **Virtual:** Are you interested in helping ensure OWIT's virtual members who don't have a chapter near them feel included within the OWIT network? If so, this is the committee for you!
- **Sponsorship:** Are you interested in helping raise funds for this much-deserved organization via our small business sponsorship, corporate sponsorship, webinar sponsorship, and conference sponsorship? If so, this is the committee for you!
- **Government:** Are you interested in helping to develop and advance OWIT's

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## ***Did You Know...***

We have OWIT chapters in:

- Arkansas
- Charleston
- Chicago
- Dominican Republic
- Greater Triangle NC
- Lake Geneva
- Los Angeles
- Mexico City
- Monterrey
- Nairobi
- New Jersey
- New York City
- Nigeria
- Northern California
- Peru
- South Florida
- St. Louis
- Tampa Bay
- Toronto
- Orange County
- Ottawa
- Virtual
- Washington, D.C.
- Zimbabwe

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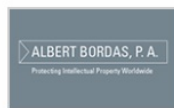


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## About Organization of Women in International Trade (OWIT)

The Organization of Women in International Trade (<https://www.owit.org>) is a global association for women in international trade and business. Our 2,000-plus members impact hundreds of millions of dollars in trade and business transactions annually. OWIT's focus is on adding value to our corporate, mid-sized, small business and individual members around the world.



[Click here to visit our website](#)

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