

REVISED AGENDA

UTAH INTERNATIONAL RELATIONS AND TRADE COMMISSION

UTAH LEGISLATURE

Tuesday, October 23, 2012 • 9:00 a.m. • Room 445 State Capitol

9:00 1. Commission Business

- Call to order
- Approval of the Minutes of the June 19, 2012, meeting
- Introduction of new commission members

9:10 2. International Trade Representatives

The commission will hear presentations from Utah trade representatives regarding promoting Utah products and connecting exporters and importers.

- Brett Heimbarger, Regional Director-Asia, International Trade and Diplomacy Office
- Commission discussion and action

9:40 3. How Does Utah Create A One-Stop Shop for Businesses Who Want to Export?

The commission will hear presentations about creating an entity that provides expertise, licenses, and assistance for businesses seeking develop international export capability.

- Lew Cramer, President and CEO, World Trade Center Utah
- Commission discussion and action

10:20 4. Intellectual Property: Copyrights, Trademarks, Patents, and Trade Secrets

The commission will hear an overview of copyrights, trademarks, patents, and trade secrets, including how they differ and what protections they offer.

- Peter Asplund, Associate General Counsel, Office of Legislative Research and General Counsel
- Commission discussion and action

11:20 5. Utah's Latin American Trade Strategy

The commission will hear a presentation about Utah's new trade strategy for increasing trade with its Latin American partners, including data on existing imports and exports.

- Harvey Scott, Director, Latin America Section, Governor's International Trade and Diplomacy Office
- Commission discussion and action

12:00 6. Other Items / Adjourn