

# BGOV Trade Event

---

## The Politics of Global Trade

*With the National Foreign Trade Council and the Foreign Trade Commissioners Association of New York  
Underwriting provided by Pfizer*

### **Context:**

The United States is in the process of negotiating trade agreements across both of our bordering oceans. The Trans-Pacific Partnership (TPP), with nations on the Pacific Rim, and the Transatlantic Trade and Investment Partnership (T-TIP), with the members of the European Union. The 40 countries participating in these talks collectively account for about 60 percent of global GDP and 50 percent of world trade, so the efforts to reach these agreements could reshape the global economic landscape, and influence its continuing recovery efforts. BGOV will convene a group of experts to discuss the specifics of these deals, and how changing the political landscape might impact their success.

### **Location:**

Bloomberg Headquarters  
731 Lexington Avenue  
New York, NY 10022

### **On Site Contact:**

Katie Maloney  
[kmaloney13@bloomberg.net](mailto:kmaloney13@bloomberg.net)  
Cell: 610-306-8042

**Media:** The event is open to the media and is **on the record**, including the lunch.  
A list of confirmed media will be provided the night before the event.

### **Event Time:**

3:00 PM – 3:30 PM    General Guest Registration  
3:30 PM – 6:00 PM    Program – 7<sup>th</sup> Floor (Directions below)  
6:00 PM – 7:30 PM    Reception – 7<sup>th</sup> Floor

### **Arrival Time:**

Your panel will begin at **4:45 PM**; Please arrive by **4:15 PM**, allowing time to check-in with Bloomberg Security and arrive at the event space (details below). There will be a Green Room on the 7<sup>th</sup> Floor. If you will be joining the program for the entirety, please meet in the Green Room at least 15 minutes before you are scheduled to be on stage.

- I. **SECURITY:** In order to enter the building, each guest must be processed by the Bloomberg Security and Front of House team. Each guest will be asked to do the following:
  - o Have a photo taken, to be printed on their security badge, if they have never been in the building.
  - o Provide valid government issued photo identification.
- II. For the 7<sup>th</sup> floor, all guests are directed to the 6<sup>th</sup> Floor, and are asked to walk up one flight of stairs to the 7<sup>th</sup> floor

**\*\*Agenda and speaker bios below\*\***

## BGOV Trade Event

---

### Proposed Agenda:

- 3:00 PM**      **General Registration**
- 3:30 PM**      **Welcome Remarks**
- 3:40 PM**      **Sealing the Deal: What will it take to come to an agreement on TPP?**
- Rod Hunter, Senior Vice President, International Affairs, PhRMA
  - Bill Lane, Global Government Affairs Director, Caterpillar
  - Merit Janow, Dean, School of International and Public Affairs, Columbia University
- MODERATOR: Sanford Reback, Senior Technology Analyst, Bloomberg Government**
- 4:15 PM**      **Crossing the Pond: Bringing Transatlantic trade into the 21<sup>st</sup> Century with the T-TIP**
- Rick Johnston, Head of International Government Affairs, CITI
  - Robert Hormats, Former Under Secretary of State
- MODERATOR: Sanford Reback, Senior Technology Analyst, Bloomberg Government**
- 4:45 PM**      **Can the biggest trade agreements since nafta survive Washington?**
- Bill Reinsch, President, National Foreign Trade Council
  - Susan Schwab, former U.S. Trade Representative
  - Everett Eissenstat, Chief International Trade Counsel, Senate Finance Committee
- MODERATOR: Brian Wingfield, Energy and Trade Reporter, Bloomberg**
- 5:15 PM**      **One-on-One Interview with Ambassador Michael Froman, U.S. Trade Representative**
- MODERATOR: Tom Keene, Anchor, Bloomberg Television**
- 6:00 PM**      **Program Concludes; Reception Begins**
- 7:30 PM**      **Reception Concludes**

## BGOV Trade Event

---

### SPEAKER BIOS:



#### **EVERETT EISSENSTAT**

Chief Republican Trade Counsel, Senate Finance Committee

Everett Eissenstat serves as the Chief International Trade Counsel to the Ranking Member of the U.S. Senate Finance Committee where he advises on international trade matters before the Committee. His legislative responsibilities include trade agreement implementation, monitoring and compliance, customs authorization, preferential trade arrangements, and sanctions policy. He is also responsible for conducting oversight over U.S. government international trade policy and agencies, including international trade negotiations. Mr. Eissenstat served previously as

Chief International Trade Counsel from 2001 to 2006.

Before re-joining the Finance Committee, Mr. Eissenstat served five years in the Office of the United States Trade Representative as the Assistant USTR for the Americas. In that capacity, Mr. Eissenstat was the lead U.S. trade negotiator for the Americas, responsible for developing, coordinating, and administering U.S. trade policy in the region, including negotiating and implementing trade agreements, monitoring foreign government compliance with international commitments, and advocating on behalf of U.S. trade policy interests.

Mr. Eissenstat also served as the Legislative Director to Congressman Jim Kolbe and worked as an attorney in private practice in Dallas, Texas.

Mr. Eissenstat received his juris doctorate cum laude from the University of Oklahoma, a MA in Latin American studies from the University of Texas at Austin and a BS in political science and Spanish from Oklahoma State University.



#### **MICHAEL FROMAN**

U.S. Trade Representative

Michael Froman was sworn in as the 11th United States Trade Representative (USTR) on June 21, 2013. As USTR, he is President Obama's principal advisor, negotiator and spokesperson on international trade and investment issues.

Ambassador Froman leads the Office of the United States Trade Representative in its work to open global markets for U.S. goods and services, enforce America's rights in the global trading system, and foster development through trade. Key initiatives ongoing under his leadership are negotiations of the Trans-Pacific Partnership agreement in the Asia Pacific; the Transatlantic Trade and Investment Partnership with the European Union; negotiation of agreements on services, information technology and trade facilitation at the World Trade Organization; and monitoring and enforcement U.S. trade rights, including through the Interagency Trade and Enforcement Center (ITEC).

Prior to becoming USTR, Ambassador Froman served at the White House as Assistant to the President and Deputy National Security Advisor for International Economic Affairs, where he was responsible for coordinating policy on international trade and finance, energy security and climate change, and development and democracy issues. He served as the U.S. Sherpa for the G20 and G8 Summits, and staffed the President for the APEC Leaders Meetings. In addition, he chaired or co-chaired the Major Economies Forum on Energy and Climate, the Transatlantic Economic Council, the U.S.-India CEO Forum and the U.S.-Brazil CEO Forum.

Prior to joining the Obama Administration, Ambassador Froman served in a number of roles at Citigroup and as a Senior Fellow at the Council of Foreign Relations and a Resident Fellow at the German Marshall Fund.

## BGOV Trade Event

---



### **ROBERT HORMATS**

Former Under Secretary of State

Robert Hormats is Vice Chairman of Kissinger Associates Inc. the New York based strategic international consulting firm that assesses and navigates emerging market geopolitical and macroeconomic risk for its clients. Previously Mr. Hormats served as Under Secretary of State for Economic, Energy and Environmental Affairs from September 2009 to July 2013.

Before this, Mr. Hormats was vice chairman of Goldman Sachs (International) for 25 years.

Earlier, Mr. Hormats served as Assistant Secretary of State for Economic and Business Affairs from 1981 to 1982, Ambassador and Deputy U.S. Trade Representative from 1979 to 1981, and Senior Deputy Assistant Secretary for Economic and Business Affairs .He served as a senior staff member for International Economic Affairs on the National Security Council from 1969 to 1977, where he was senior economic advisor to Dr. Henry Kissinger, General Brent Scowcroft and Dr. Zbigniew Brzezinski.

Mr. Hormats's publications include *The Price of Liberty: Paying for America's Wars from the Revolution to the War on Terror*; *Abraham Lincoln and the Global Economy*.

Mr. Hormats earned a BA from Tufts University in 1965, and an MA in 1966, and a Ph.D. in 1970 International Economics from the Fletcher School of Law and Diplomacy.



### **ROD HUNTER**

Senior Vice President, International Advocacy, PhRMA

Rod Hunter is Senior Vice President, International Affairs, at the Pharmaceutical Research and Manufacturers of America, a trade association that represents the country's leading research-based pharmaceutical and biotechnology companies.

Previously, Mr. Hunter served as Special Assistant to the President and Senior Director of the White House's National Security Council, and as Special Counsel in the Office of the U.S. Trade

Representative. Prior to his government service, Mr. Hunter was a Brussels-based partner with the Hunton & Williams law firm.



### **MERIT E. JANOW**

Dean, School of International and Public Affairs, Columbia University

Merit E. Janow is an internationally recognized expert in international trade and investment. She has extensive experience in academia, government and business, with life-long experience in the Asia-Pacific.

Professor Janow became Dean of Columbia University's School of International and Public Affairs (SIPA) in July 2013. For the past 18 years, she has been a Professor at SIPA and Columbia Law School. She teaches graduate courses in international trade and investment, comparative antitrust law, and China in the global economy. She has held a number of leadership positions at the University. Presently, she is also Co-Director of the APEC Study Center and Faculty Chair of Columbia's East Asia Center in Beijing. She has written three books and numerous articles and frequently speaks before business, policy and academic audiences around the world.

In December 2003, Professor Janow was elected as one of the seven Members of the World Trade Organization's (WTO) Appellate Body, which is the court of final appeal for adjudicating trade disputes between the 153 member nations of the WTO. She was the only North American Member and the first female to serve on the Appellate Body. In the course of her four years of service, she reviewed over 30 appeals covering diverse areas including technology, subsidies, agriculture, investment, among others.

## BGOV Trade Event

---



### **RICK JOHNSTON**

Head of International Government Affairs, CITI

Charles R. Johnston is the Managing Director for International Government Affairs at Citi. He is responsible for management of Citi's relationships with governments and political figures in more than 100 countries around the world.

Mr. Johnston served as an attorney adviser to a Commissioner at the U.S. International Trade Commission from 1976-78. He then served as International Trade Counsel to the Finance Committee of the United States Senate, advising senators and their staffs on international trade and investment issues as well as representing the U.S. Senate in the conduct of Congressional oversight of international trade negotiations performed by the Executive Branch of the U.S. Government. In 1980 he entered the private practice of law, forming a partnership to specialize in international commercial issues.

Mr. Johnston earned a Bachelor of Arts degree from Ohio Wesleyan University in 1970 and a juris doctorate degree from California Western School of Law in 1973. He received a diploma in international law in 1974 from Cambridge University (Fitzwilliam College), England, and was a scholarship award recipient at The Hague Academy of International Law in the Netherlands.

Mr. Johnston has served as an adjunct professor on the subjects of international trade and international law at the Georgetown University School of Foreign Service and at the George Washington University National Law Center. He has written extensively on the subject of international trade and investment including the three-volume set entitled Law and Practice of United States Regulation of International Trade. He has served on the editorial advisory committee of the American Society of International Law's "International Legal Materials" and the Board of Advisers to the George Washington International Law Review.



### **WILLIAM C. LANE**

Global Government Affairs Director, Caterpillar

William C. Lane is one of the business community's leading advocates for free trade and global engagement. A 39-year Caterpillar veteran Mr. Lane currently leads a global team of 38 government affairs professionals in 12 countries. In that capacity, Mr. Lane is responsible for Caterpillar's international advocacy in support of competitiveness, trade liberalization and economic growth.

Mr. Lane has held numerous leadership positions in Washington most recently chairman of the Russia PNTR coalition and the U.S. Latin America Trade Coalition, a group that supported Free Trade Agreements (FTAs) with Colombia and Panama. He is also co-president of the U.S. Global Leadership Campaign, a coalition supporting a robust international affairs budget.

Appointed by Speaker Hastert, Mr. Lane served on the HELP Commission, a presidential committee examining the effectiveness of U.S. foreign aid. He was a member of the German Marshall Fund Task Force on Development and Peace Corps Review Team.

Previously, Mr. Lane founded and led the USA Engage Effort, the Coalition of American Steel Using Manufacturers (CASUM) and helped lead the business advocacy efforts in support of the Australia, Chile and Peru FTAs. He was the Company Spokesman in Peoria during the Caterpillar-UAW labor dispute (1991-1993). For ten straight years (2004-2013), Mr. Lane has been named one of Washington's top corporate lobbyists by the Hill newspaper.

---

## BGOV Trade Event

---



### **BILL REINSCH**

President, National Foreign Trade Council

Bill Reinsch currently serves as President of the National Foreign Trade Council. The NFTC, founded in 1914, is the oldest and largest business association dedicated solely to trade policy, export finance, international tax, and human resource issues. The organization represents 300 companies through its offices in New York and Washington, D.C. As president, Mr. Reinsch oversees NFTC's efforts in favor of open markets, in support of Eximbank and OPIC, against unilateral sanctions and in support of sound international tax policy, among many other international trade and tax issues of concern to U.S. business. Concurrently, Mr. Reinsch also serves as a member of the U.S.–China Security Review Commission.

Prior to joining the NFTC, Reinsch served as the Under Secretary for Export Administration in the U.S. Department of Commerce. In that position he administered and enforced the export control policies and anti-boycott laws of the U.S. government and monitored the condition of the nation's defense industrial base. Prior to taking this position, Mr. Reinsch spent twenty years on Capitol Hill from 1973 to 1993, most of them as senior Legislative Assistant to the late Senator John Heinz and subsequently to Senator John D. Rockefeller IV. He received a BA in international relations from The Johns Hopkins University and an MA from The Johns Hopkins School of Advanced International Studies. He lives in Bethesda, Maryland, with his wife and two sons.



### **SUSAN SCHWAB**

Former U.S. Trade Representative

Susan C. Schwab is a professor at the University of Maryland, and a strategic advisor to the law firm of Mayer Brown, LLP. Ambassador Schwab served as United States Trade Representative (2006–09), and as Deputy USTR from 2005–06. Her career has spanned the public, private and non-profit sectors, with an emphasis on international trade and competitiveness. At USTR, she concluded multiple bilateral free trade agreements, launched the initial Trans Pacific Partnership (TPP) negotiations and tried to conclude the WTO Doha Round. She initiated and was able to settle a variety of trade disputes with China and others.

Previously, Ambassador Schwab served as dean of the School of Public Policy at the University of Maryland, and president of the University System of Maryland Foundation. In the private sector, she was director of corporate business development for Motorola, Inc., negotiating joint venture agreements in China and developing Asia strategy. Earlier in government, Ambassador Schwab was assistant secretary of commerce and director-general of the U.S. & Foreign Commercial Service, chief economist and legislative director for Senator John C. Danforth (R-MO), a trade policy officer at the U.S. Embassy in Tokyo, and an agricultural trade negotiator.

Ambassador Schwab serves on the boards of Caterpillar, FedEx and Boeing. She is a member of the Aspen Strategy Group. She holds a BA from Williams College, a master's degree from Stanford University, and a Ph.D. from The George Washington University.

## BGOV Trade Event

---

### MODERATOR BIOS:



#### **TOM KEENE**

Anchor, Bloomberg Television

Tom Keene is an editor-at-large at Bloomberg News and host of “Bloomberg Surveillance,” Bloomberg’s morning program where the day’s conversation on economics, finance and investment begins. Mr. Keene can be heard on “Bloomberg Surveillance” starting at 6 AM/ET across Bloomberg Television, Radio, Bloomberg.com and Bloomberg’s devices for mobile and tablets. Join in for an in-depth discussion with the world’s smartest guests.

In addition to his work on “Bloomberg Surveillance,” Mr. Keene provides economic and investment perspective to Bloomberg Television and to Bloomberg’s various news divisions. Mr. Keene also founded the “Chart of the Day” article, available on the Bloomberg Professional service. Mr. Keene is editor of *Flying on One Engine: The Bloomberg Book of Master Market Economists*, published in 2005. (Two chapters appeared in the CFA Institute curriculum.)

Mr. Keene is a graduate of Rochester Institute of Technology and is enrolled in courses at the external programme of the London School of Economics & Political Science. Mr. Keene is a Chartered Financial Analyst and a member of the CFA Institute, the National Association for Business Economics, the American Economic Association and the Economic Club of New York.



#### **SANFORD REBACK**

Senior Technology Analyst, Bloomberg Government

Sanford Reback is Senior Technology Analyst at Bloomberg Government, where he focuses on analyzing domestic and international developments in the technology sector.

Mr. Reback has more than 20 years of policy, business and legal experience in the technology sector. As an executive at MCI Communications, then a Fortune 100 company, he served as the principal company advocate on international matters and helped complete the most difficult and challenging aspects of two precedent-setting mergers. As Deputy General Counsel for Policy at UUNET, then the largest Internet services provider in the world, he handled a wide variety of business and policy initiatives related to the Internet and electronic commerce. He also served as an executive officer of two venture-backed technology companies.

In addition to his technology experience, Mr. Reback also has extensive experience in trade and international economic policy. At the Office of the U.S. Trade Representative, Executive Office of the President, he helped negotiate NAFTA and the agreements that established the World Trade Organization, as well as specific technology-sector agreements.

Mr. Reback graduated from Stanford University where he earned a BA, with honors and distinction, in political science. He holds a JD from Harvard Law School and a master’s degree from the Harvard Kennedy School of Government, and was a Fulbright Fellow at the Royal Institute of International Affairs in London.

## BGOV Trade Event

---



**BRIAN WINGFIELD**

Reporter, Bloomberg News

Brian Wingfield, a reporter covering international trade and energy-policy issues at Bloomberg News, joined Bloomberg's Washington bureau in 2011. His recent stories have dealt with issues including Russia's involvement in Ukraine, U.S. energy exports and the proposed Trans-Pacific Partnership and Trans-Atlantic Trade and Investment Partnership trade deals.

Wingfield was previously Washington Bureau Chief for Forbes, where his coverage included the 2008 presidential race, the global economic crisis and U.S. health care reform.

A native of Richmond, Virginia, he has an undergraduate degree in history from the University of Virginia and a master's degree from Johns Hopkins University's School of Advanced International Studies, where he focused on European studies and international economics. He was a freelance reporter in Italy and contributed to the New York Times while working as a news assistant for the paper in Washington and Rome.