



GOING GLOBAL

BOOSTING THE ECONOMIC FUTURE OF GREATER LOS ANGELES

WEDNESDAY, MARCH 21, 2012
UNIVERSITY OF SOUTHERN CALIFORNIA
DAVIDSON CONFERENCE CENTER
8:30 a.m. - 2:00 p.m.

EVENT OBJECTIVES

- 1 Offer a vision for metropolitan-led economic growth, including why global trade and investment matter and are important for job creation.
- 2 Give Los Angeles its starting point on global trade and investment.
- 3 Provide recommendations on how Los Angeles can leverage its position in the global market.
- 4 Cultivate support among public and private sector leaders for regional actions to strengthen global economic competitiveness.
- 5 Hear from distinguished global leaders on how Los Angeles can better trade and engage with cities in mature and rising markets.

EVENT AGENDA

8:30 a.m. Breakfast available

9:00 a.m. *Opening Remarks*
C.L. Max Nikias
President, University of Southern California

9:15 a.m. **Honorable Richard M. Daley**
Former Mayor, City of Chicago
Senior Advisor, JPMorgan Chase

9:30 a.m. **Peter L. Scher**
Executive Vice President,
Head of Corporate Responsibility
JPMorgan Chase

9:35 a.m. *Presentation - Greater Los Angeles and
the Next Economy*
Bruce Katz
Vice President and Founding Director
Brookings Metropolitan Policy Program

10:00 a.m. *Response Panel - Realizing Los Angeles'
Potential as a Global Metro*

Moderator: **Dr. Ernest Wilson III**
Dean, USC Annenberg School of Journalism

Richard Drobnick
Director, Center for International Business
Education and Research (CIBER)
USC Marshall School of Business

Scott Ermeti
Vice President of International Business
Pelican Products, Inc.

Robert M. Hertzberg
Chairman of the Board
Los Angeles County Economic
Development Corporation

Nancy McFadden
Executive Secretary for Legislation,
Appointments and Policy
Office of California Governor Jerry Brown

Matthew K. Rose
Chairman & Chief Executive Officer
BNSF Railway

11:15 a.m. *Dialogue on Global Economic Engagement*

Moderator: **Honorable Michael "Mickey" Kantor**
Former Secretary of Commerce and
U.S. Trade Representative

Honorable David Carden
Ambassador, U.S. Mission to ASEAN

Honorable Chan Heng Chee
Ambassador of Singapore
to the United States

Honorable Richard M. Daley
Former Mayor, City of Chicago
Senior Advisor, JPMorgan Chase

Honorable Zhang Shaogang
Minister Counselor
Embassy of the People's Republic of China

12:15 p.m. **Peter Barker**
California Chairman, JPMorgan Chase

12:20 p.m. *Keynote Address*
Honorable Antonio Villaraigosa
Mayor, City of Los Angeles

12:50 p.m. *Concluding Remarks*
Bruce Katz
Vice President and Founding Director
Brookings Metropolitan Policy Program

1:00 p.m. *Networking Luncheon*

2:00 p.m. *Adjourn*