



LEARNING EVENT—**LEADERSHIP**

Don't Underestimate USMCA's Impact on Your Business

**Mark your calendar for this
60-minute webinar**

**DATE: Thursday, November 12, 2020
TIME: 2 - 3 p.m.**

The United States Mexico Canada Agreement (USMCA) entered into force on July 1, 2020 completely replacing the North American Free Trade Agreement (NAFTA) which had been in place for the last 26 years.

This new agreement brings with it a renewed feeling of certainty for companies interested in investing in North America.

During our panel discussion, Plante Moran's experts will cover the global importance of North America as a trade region and comment on the impact the USMCA implementation will have on the global trade landscape.

We will cover major changes as well as resulting challenges and opportunities manufacturing companies can expect. Importantly, we will also cover the actions companies will need to take in order to be fully compliant with the USMCA.

Who should attend?

- CEOs/Presidents/Owners
- CFOs
- Controllers
- Logistics and purchasing managers
- And all others with an interest

Registration fee – There is no charge for this event.

[Go here to select this event and register.](#)

By registering for this event, you acknowledge that the organization sponsoring this event will have access to your name and contact information.

QUESTIONS? Call (800) 662-4463

Your Plante Moran Presenters

Bradley Bryant, CPA, Principal,
Columbus, OH

Bradley is a leader in Plante Moran's Ohio manufacturing assurance practice. He specializes in serving privately held manufacturing and construction companies, many of which are internationally owned, operate under IFRS, and have unique reporting requirements.

Lou Longo, CPA, Partner, International
Consulting Practice Leader, Chicago, IL

As the leader of the firm's international consulting team, Lou help clients increase their operational efficiency and grow their businesses across borders through strategic expansions.

Alejandro Rodriguez, Principal, Country
Manager – Mexico, Monterrey, MX

As a Principal and the Mexico Country Manager for Plante Moran's Global Services Team, Alejandro helps clients explore, enter, establish, and operate business ventures in Mexico, Latin America, and South America.

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