

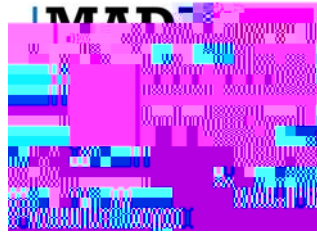


Thursday, September 26, 2019 | Washington, DC

AGENDA

- 7:45-8:30 am Registration
Enter at 7th and D Street, SW and proceed through airport-style security.
- 8:30-8:50 am Opening
Andrew Smith, Director, Bureau of Consumer Protection, FTC

Welcome
James Kohm, Associate Director, Division of Enforcement,
Bureau of Consumer Protection, FTC
- 8:50-9:15 am The FTC and Made In USA Claims
Julia Solomon Ensor, Attorney, Bureau of Consumer Protection, FTC
Shiva Koohi, Economist, Bureau of Economics, FTC
- 9:15-10:15 am Discussion 1: Consumer Perception – How Do Consumers Interpret
Made In USA Claims?
- 10:15-10:30 am Break
- 10:30-11:15 am Discussion 2: Doing Business Under the Current Policy – What Are
the Compliance or Policy Challenges Under the Current Framework?
- 11:15 am-12:30 pm Discussion 3: Enforcement Approaches – Should the Commission
Reexamine Its Current Approach to Addressing Deceptive Made in
USA Claims?
- 12:30-12:45 pm Closing Remarks and Invitation to Comment
James Kohm, Associate Director, Division of Enforcement,
Bureau of Consumer Protection, FTC



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