

NC INFRASTRUCTURE & SUPPLY CHAIN COUNCIL

Navigating Tariffs and Supply Chain Strategy with Foreign Trade Zones in North Carolina

MARCH 10, 2026 AT 10 A.M.

VIRTUAL

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Brian White is the Regional Project Manager for Economic Development at Land of Sky Regional Council, where he supports grant writing and administration, coordinates regional economic development initiatives, and provides administrative oversight for Foreign Trade Zone (FTZ) #301 serving Western North Carolina. He brings deep experience building cross-sector partnerships and delivering complex programs, from leading international stakeholder engagement in North Carolina to scaling operations and compliance in highly regulated environments, including collaboration with various agencies at local, state and federal levels. Previously, Brian has served in multiple roles for the UNC System advancing statewide international initiatives with a focus on China, and earlier worked for Mediterranean Shipping Company in Charleston, SC. He holds a BSBA in International Business and Chinese Language from Appalachian State University and completed Chinese language studies at Fudan University in Shanghai. Brian currently serves on the board of the NC Hispanic Chamber of Commerce and is actively engaged with the National Association of Foreign Trade Zones (NAFTZ) serving on the Grantee Committee and ELITE (Emerging Leaders in Trade Excellence) group.

