

# Global Business Club of Mid-Michigan

## Medical Technologies: Growth Strategies for Global Marketplace

Tuesday, March 31<sup>st</sup>, 2015 – 1:00pm-6:00pm

MSU Henry Center for Executive Development – 3535 Forest Road, Lansing

- 1:00–1:30 p.m. Registration & Networking**
- 1:30–1:35 p.m. Welcome**  
Jade Sims, Trade Specialist, MSU International Business Center
- 1:35-1:45 p.m. Global Overview of the Medical Technology Industry**  
Stephen Rapundalo, PhD, President and CEO, MichBio
- 1:45-2:15 p.m. Protecting Intellectual Property in the Global Marketplace**  
Noel Day, PhD, Partner, Honigman
- 2:15-2:45 p.m. Marketing Approaches in the Global Medtech Space**  
Matt Graybill, Director of Marketing, Terumo Cardiovascular
- 2:45-3:15 p.m. Global Regulatory Strategies**  
Seth J. Goldenberg, PhD, Director, Regulatory Strategy, NAMSA
- 3:15-3:45 p.m. The Medical Equipment Initiative**  
Eduard Ekel, Regional Director—Detroit, Export-Import Bank of the U.S.
- 3:45-4:15 p.m. Market Access for Global Export**  
Jennifer Loffredo, U.S. Export Assistance Center, U.S. Commercial Service
- 4:15-5:00 p.m. Lessons in Overseas Business Growth**  
Rose Carmichael—President and CEO, BonWRx  
Jean Stroster—VP, International Sales, GraMedica  
Gary Abusamra—President and CEO, Oxus
- 5:00-6:00 p.m. Networking Reception**

The Global Business Club of Mid-Michigan is proud to offer its first program in conjunction with MichBio, focusing on the opportunities and unique considerations for exporting medical devices around the globe. This event is for new and experienced exporters, as well as anyone with an interest in the industry from an international standpoint. Note that this is an afternoon program; cocktail reception for participants is 5-6pm.

**\$35 registration fee includes break service & reception**

[www.GBClub.msu.edu](http://www.GBClub.msu.edu) - 517.353.4336 – check us out on social media:   



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