

International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Cosponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Greater Lansing Regional Chamber of Commerce, and Lansing Community College, the monthly Forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export or provide services.

With extensive international experience, the speakers wrap personal insights around a practical and up-to-the-minute approach to conducting international trade. The event is open to the general public.

For more information about this luncheon program or to be added to the mailing list, please call Beverly Wilkins, Program Coordinator for Michigan State University's Center for International Business Education and Research, at 353-4336, or e-mail her at wilkinsb@pilot.msu.edu. The cost of the luncheon is \$20, reservations are requested.

International Business Forum

International Business Forum
Center for International Business Education and Research
7 Eppley Center, MSU, East Lansing, MI 48824-1121



Preview of April 1999

Wilhelm Kast, DPCS INTERNATIONAL, Inc.
“Market Entry in New Europe: Focus on Germany”

Tuesday, April 13, 11:45 a.m.
Michigan Athletic Club, E. Lansing



International Business Forum

Presents

Wilhelm Kast, DPCS INTERNATIONAL, Inc. “Market Entry in New Europe: Focus on Germany”

Tuesday, April 13, 11:45 a.m. at the MAC

About the Presentation

Wilhelm Kast is a marketing systems and information technology developer and advisor to major U.S. and international companies and governments. Kast is Chairman and CEO of DPCS INTERNATIONAL, Inc., an information technology services company with clients worldwide. In this luncheon presentation Kast will address key points that U.S. companies often overlook when launching their business activities in Germany. He will also discuss how the new German Economics Minister's policies affect Michigan companies doing business in Germany, and how the global merger of Daimler and Chrysler will change how auto suppliers do business worldwide.

Willhelm Kast brings to the International Business Forum a great deal of experience. In 1986, President Reagan appointed him to serve as a Presidential Delegate to the National White House Conference on Small Business. Kast is also a past member of the National Advisory Committee of the U.S. Small Business Administration, and a former member of the Industry Sector Advisory Committee on Small and Minority Business for Trade Policy Matters, U.S. Department of Commerce.

From 1992-1996, Kast served as Chairman of the Michigan International Trade Authority by appointment of Governor John Engler. Kast also served as Chairman of the Michigan International Trade Coalition, the Michigan industry/government initiative formed in 1992 to promote ratification of NAFTA in the US Congress. In 1988, he was the recipient of the Michiganiaan of the Year Award from the *Detroit News*.

Currently Kast serves as the Chairman of CLF America. This Cross-Cultural Leadership Forum provides expert support services in the field of international workforce development and corporate change management. Kast has set up a network of international consultants to help U.S. companies make transitions overseas, especially involving mergers, acquisitions, joint ventures and exporting. In his presentation, Kast will address the importance of cross-cultural workforce training when German and U.S. firms do business across the globe.



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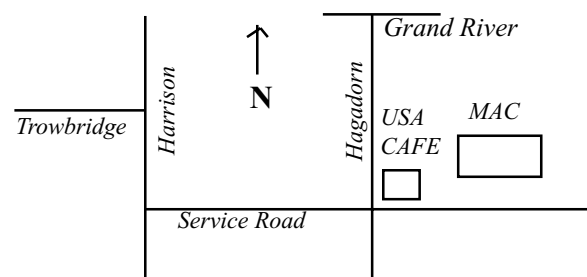
Please RSVP by calling Beverly Wilkins at (517) 353-4336 or by e-mail at wilkinsb@pilot.msu.edu.

Upcoming IB Forum

May 11 Brad Sweazy, International Regional Manager, United Parcel Service on “Gaining Competitive Advantage: International Shipping”

As International Sales Manager at UPS for the Midwest Region, Mr. Sweazy will present strategies for area exporters to gain competitive advantage using international commercial shipping and logistics companies such as UPS. Sweazy will then answer questions from the audience.

Map to the Michigan Athletic Club (MAC)



The MAC, 2900 Hannah Blvd., is located directly behind the USA Cafe, off Hagadorn Rd. in East Lansing.