

Cosponsored by MSU's Broad College CIBER, the Lansing Regional Chamber of Commerce, Lansing Community College and the Detroit College of Law at Michigan State University



International Business Forum

Council Co-Chairs

Patricia Claire
Willingham & Cote', P.C.
Mitch Crank
The Focus Group, LLC

Council Members

S. Tamer Cavusgil
MSU International Business Center
Catherine Dwyer
Detroit College of Law at Michigan State University
Joe Frank
Anderson International Travel
Bill Motz
Lansing Community College
Rick Perry
The Cross-Cultural Leadership Forum
Linda Peterson
Lansing Regional Chamber of Commerce
Linda Schirmer
Maner, Costerisan & Ellis, P.C.
Sheila Troxel
Marketing Resource Group
Joyce Van Ochten
Citizens Bank
Beverly Wilkins
MSU International Business Center

International Business Forums

Thursday, November 8, 2001 "Globalization and Consolidation in the Pharmaceutical Industry: Challenges for Small, Medium and Large Firms,"—presented by John Riesenberger, Executive Vice President of Shaw Science Partners, a premier science-based pharmaceutical communications company. Previously, Mr. Riesenberger served Pharmacia Upjohn with 15 years of U.S. experience and 12 years of international and corporate experience in a diverse range of divisional, geographic and functional accountabilities. His most recent position was Vice-President, Business Intelligence, Global Business Management.

Mr. Riesenberger will provide an overview of recent pharmaceutical industry changes and the challenges facing the industry in the coming decade. He will discuss the driving forces that are causing industry consolidation. John will also examine the strategic alternatives facing firms for maintaining profitability and growth. As an insider in the global pharmaceutical industry, Mr. Riesenberger's presentation will highlight the fascinating transition of firms operating in this competitive sector.

John is a member of the Global Advisory Board of the American Marketing Association and a member of The Eli Broad College of Business CIBER Advisory Board, Michigan State University. He is the former Chairman, Pharmaceutical Manufacturing Association Marketing Practices Committee. John also served on the steering committee to redesign the former Pharmaceutical Manufacturers of America (PMA) into today's Pharmaceutical Research and Manufacturers of America (PhRMA).

Make your reservations. Contact the International Business Forum at 517-353-4336 (ask for Beverly Wilkins) or e-mail ibf@bus.msu.edu

This is the last in the fall series of International Business Forums. Have a great holiday season and put on your calendar the dates for the Spring Forums. They are:

Tuesday, February 12, 2002
Tuesday, March 12, 2002
Tuesday, April 9, 2002

Help us Plan: Let us know your suggestions for speakers and topics for spring. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee. Send e-mail to ibf@bus.msu.edu with your suggestions.

International Business Forums

November 8, 2001
February 12, 2002
March 12, 2002
April 9, 2002

Lunch begins at 11:45 a.m.
Michigan Athletic Club, East Lansing
For reservations please call Beverly Wilkins, (517) 353-4336
e-mail: ibf@bus.msu.edu

Directions to the Michigan Athletic Club (MAC)



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

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 Lansing Regional Chamber of Commerce, and Lansing Community College, this 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, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

For reservations or more information about the luncheon programs, please call Beverly Wilkins, Program Coordinator for Michigan State University's Center for International Business Education and Research, at 353-4336 or ibf@bus.msu.edu. The cost of the luncheon is \$20.

INTERNATIONAL BUSINESS FORUM

International Business Forum
Center for International Business Education and Research
The Eli Broad Graduate School of Management
7 Eppley Center, MSU, East Lansing, MI 48824-1121

NOVEMBER PROGRAM

Thursday, November 8, 2001

**“Globalization and Consolidation
in the Pharmaceutical Industry:
Challenges for Small, Medium
and Large Firms”**

**Special Guest Speaker:
John Riesenberger, Executive Vice President
Shaw Science Partners**

