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### International Business Forum

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# International Business Forums

**Wednesday, February 13, 2002.** S. Tamer Cavusgil, Executive Director, Tomas Hult, Director, Irem Kiyak, Assistant Director, and Michael Reed, Systems Analyst of the International Business Center will demonstrate "globalEDGE™ <globalEDGE.msu.edu>: A global business knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities."

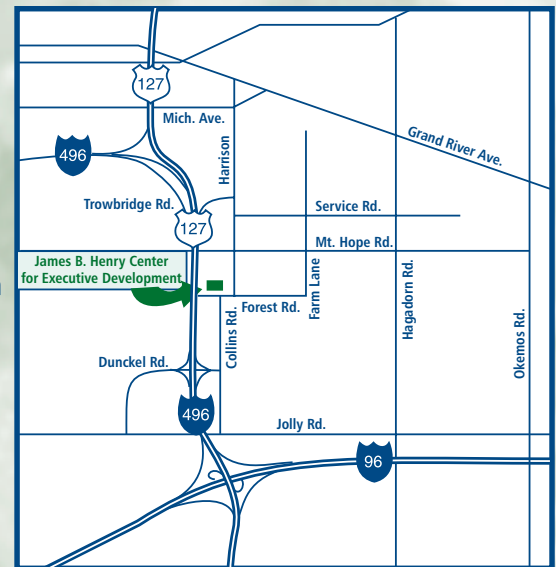
Shortly after launch in May 2001, globalEDGE™ experienced tremendous traffic, commanding recognition as one of the leading International Business Knowledge Portals in the world by several companies, such as idiom (see <http://www.idiominc.com/us/services/worldwise.asp>) and eLearning Magazine (see <http://www.elearningmag.com/issues/july01/globalaudience.asp>). Presently, the portal is making an impressive climb up search engine ranks, attracting some 35,000 to 40,000 visitor sessions and close to 1 million hits per month.

As a gateway to specialized knowledge on countries, cross-border business transactions, and cross-cultural management, globalEDGE™ provides essential information in accordance with the interests of global business professionals. Furthermore, globalEDGE™ links business executives and academicians worldwide through virtual communities such as the Global Interact Network (GINList), discussion forums on various topics, and the Global Management Certificate Program offered by The Eli Broad College of Business.

GlobalEDGE™ also integrates a series of diagnostic tools developed by researchers at MSU-CIBER. These web-driven tools incorporate the knowledge and experience of seasoned international business executives as well as empirical research finding

on international business operations. The tools can be used for training of students and managers. The presentation will also include a demo of these tools, which include Company Globalization Potential™, Company Readiness to Export (CORE)™, Distributor™, Freight™ and Partner™.

The presentation is open to the public and there is no charge. It will take place on **Wednesday, February 13, 2002** at 3:30pm in room 119 at the **James B. Henry Center for Executive Development** at University Park next to the University Club. Refreshments will be served and a memento will be offered to attendees. Please email or call Beverly Wilkins, [ibf@bus.msu.edu](mailto:ibf@bus.msu.edu), 517-353-4336 for reservations.



Directions to the James B. Henry Center

## International Business Forums

February 13, 2002

March 12, 2002

April 9, 2002



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.

There will be no charge for this presentation. 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](mailto:ibf@bus.msu.edu) to RSVP.

## 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

## FEBRUARY PROGRAM

Wednesday, February 13, 2002

["globalEDGE.msu.edu"](http://globalEDGE.msu.edu)

Special Guest Speakers:

**S. Tamer Cavusgil, Executive Director**  
**Tomas Hult, Director**  
**Irem Kiyak, Assistant Director**  
**and Michael Reed, Systems Analyst**

