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International Business Forums

Tuesday April 9, 2002. "E-Commerce in the United Kingdom: Opportunities for U.S. Firms,"—presented by Bruce Keillor, The University of Akron. E-Commerce News accounts that most of the firms reporting strong 2001 earnings had one thing in common: gains in overseas sales that could likely sustain growth well into the future. Furthermore, almost all major e-commerce companies consider a solid and ever-expanding overseas presence a must. Accordingly, U.S. firms are recognizing the opportunity for market expansion on the international front.

By the end of 2002, more than 600 million people worldwide will have access to the Web. In effect, e-commerce will gain comparable stature with that of offline commerce, according to a study by research firm IDC. Corresponding to global trends, Internet usage in the United Kingdom is rapidly expanding. Yet, in many respects, the market lags that of the U.S. The recent amity between British consumers and the Internet has yet to develop into sophisticated marketing ventures. While U.K. firms are still operating under traditional marketing practices, the U.S. is able to maneuver international expansion options. Because of the established use of Internet applications at home, U.S. technology and internet-related firms of all sizes have been presented an open window for market advancement. The presentation will highlight such opportunities using examples from several industries.

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 Spring series of International Business Forums. Have a great summer and see you in the Fall. Please contact Beverly Wilkins with your suggestions for speakers and topics. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee in planning the Fall Forums.

International Business Forums 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, Lansing Community College and the Detroit College of Law at Michigan State University, 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

MARCH PROGRAM

Tuesday, April 9, 2002

"E-Commerce in the United Kingdom: Opportunities for U.S. Firms"

Special Guest Speaker:
Bruce Keillor, Department of Marketing
The University of Akron

