

INTERNATIONAL BUSINESS FORUM

MARCH PROGRAM

Tuesday, March 18, 2003

"The Changing Face of China— From Pagodas to Cell Towers"

Special Guest Speaker:

John Pearson
Vice President and Executive Director
Capital Choice Partnership
Lansing Regional Chamber of Commerce



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Department of Education*

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.

Help us Plan. Let us know 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. Send e-mail to ibf@bus.msu.edu with your suggestions.

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



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Tuesday, March 18, 2003. "The Changing Face of China—From Pagodas to Cell Towers" presented by John Pearson, Vice President and Executive Director, Capital Choice Partnership, Lansing Regional Chamber of Commerce.

With China's recent admission to the World Trade Organization, the awarding of the 2008 Olympics, and the World Cup, the push is on to Westernize at warp speed.

For centuries China has stood as a leading civilization, outpacing the rest of the world in the arts and sciences. But in the first half of the 20th century, China was beset by major families, civil unrest, military defeats, and foreign occupation. After World War II, the Communists under MAO Zedong established a dictatorship that, while ensuring China's sovereignty, imposed strict controls over everyday life and cost the lives of tens of millions of people. After 1978, his successor DENG Ziaoping gradually introduced market-oriented reforms and decentralized economic decision making. Output quadrupled in the next 20 years and China now has the world's second largest GDP. Political controls remain tight even while economic controls continue to weaken.

Mr. Pearson has over thirty years experience in business assistance and economic development in Michigan from leadership positions in the private, public, and university sectors. He has held significant positions include a decade in banking in the Lansing region, serving as Manager of Field Operations for the State of Michigan's economic development unit, and positions at both Michigan State University and the University of Michigan providing consultation and technical assistance to businesses throughout Michigan and the Midwest. While at MSU he directed the Technology Transfer Center for nearly seven years, and coordinated the Economic Development Resource Center, of which the International Business Development Center was a key partner.

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

Spring International Business Forums

March 18, 2003

April 3, 2003

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 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

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