

INTER-

NATIONAL

BUSINESS

FORUM

October Program

Tuesday, October 12, 2004

**"The Dynamics of the New Zealand
Economy: Challenging Conventional
International Growth Paths"**

Nick Ashill

Victoria University of New Wellington,
New Zealand



Cosponsored by MSU's Center for International Business Education and Research (MSU-CIBER) at the Eli Broad College of Business, the Lansing Regional Chamber of Commerce, Lansing Community College, the Detroit College of Law at Michigan State University and Michigan State University Center for Advanced Study of International Development (CASID)



International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Co-sponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Lansing Regional Chamber of Commerce, Lansing Community College, the Detroit College of Law at Michigan State University, and the Michigan State University Center for Advanced Study of International Development (CASID), 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.

Make your reservations. Contact the International Business Forum at 517-353-4336 or e-mail Beverly Wilkins at wilkinsb@msu.edu.

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 wilkinsb@msu.edu with your suggestions. The cost of the luncheon is \$20.

INTERNATIONAL BUSINESS FORUM

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INTERNATIONAL BUSINESS FORUMS

Tuesday, October 12, 2004. "The Dynamics of the New Zealand Economy: Challenging Conventional International Growth Paths" – presented by Nick Ashill, Victoria University of New Wellington, New Zealand.

"It is often said that our geographical isolation and small size have been disadvantages—a tyranny of distance—but they have also been advantageous in an interesting way. They have bred a culture of resourcefulness and innovation. We had to develop a culture of coming up with our own creative solutions, because those of others were not accessible. We developed a culture which was prepared to try things out and which created an ability to think laterally, but in the past we haven't realized the full potential of our innovations. Our challenge is to harness our ideas and improve our success in commercializing them"

(Helen Clark, Prime Minister of New Zealand, February 2003).

Prime Minister Helen Clark's reflections suggest that New Zealanders have to create their own solutions and pathways to growth. The global environment is constantly changing with inter-government accords restricting trade between some countries while facilitating trade access for other groupings. These external environmental changes are increasingly influencing the decisions New Zealand exporters make.

Nick Ashill's presentation outlines the characteristics of the New Zealand economy and export sectors. Reasons and motivations of New Zealand exporters to internationalize are discussed. Case studies of successful New Zealand exporters are highlighted to illustrate how barriers to growth and exporting have been overcome. These characteristics, reasons, motivations, and case studies can serve as great best-practice illustrations of small and medium-sized (and in some cases even large firms) firms' internationalization processes, what the likely success factors are, and the type of benefits that can be reaped by internationalizing.

Mr. Ashill is a Senior Lecturer in the School of Marketing and International Business at Victoria University of New Wellington, New Zealand. During the fall semester 2004, he is a visiting professor in the Eli Broad Graduate School of Management at Michigan State University.

Fall 2004 International Business Forums

October 12, 2004

November 9, 2004

Lunch begins at 11:45 a.m.

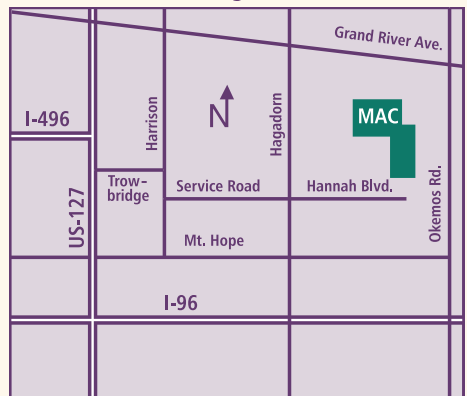
Michigan Athletic Club, East Lansing

For reservations please call

Beverly Wilkins, 517-353-4336

e-mail: wilkinsb@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

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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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