

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

INTERNATIONAL
BUSINESS FORUM

February Program

Tuesday, February 8, 2005

**"Building a Foreign Subsidiary
in Michigan"**

Sten Sjöberg

President and CEO of SSAB HardTech, Inc.,
a subsidiary of the Swedish Steel Group

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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, February 8, 2005. "Building a Foreign Subsidiary in Michigan"— presented by Sten Sjöberg, President and CEO of SSAB HardTech, Inc., a subsidiary of the Swedish Steel Group.

Mr. Sjöberg's presentation will outline how to build and grow a foreign subsidiary in Michigan (SSAB is located in Mason, Michigan). It is a story of a Swedish company coming to the U.S. in 1997 (Sweden is ranked #3 on global competitiveness in the world). He will touch on reasons why SSAB selected Michigan as its location, along the way discussing the initial groundbreaking to the finished plant to quadrupling in size in the last five years.

What does it mean to start a company in Michigan from scratch? How do you get the benefits necessary to recruit associates when you have no financial history? What assistance did the community provide? How did we and do we attract business in the very competitive auto production market? SSAB HardTech's clients include BMW, DaimlerChrysler, Ford, General Motors, Porsche, VW, and many more auto manufacturers. In short, as a first tier supplier to the auto industry and a subsidiary of a multi-billion dollar company (SSAB):

SSAB HardTech develops, manufactures and markets safety components for the car industry. Activity is based on the technology of hardening boron steel in connection with compression stamping. The hot-stamping technology allows narrower tolerances, improved dimensional stability and reduced weight. It can therefore provide lighter, more cost-effective solutions than alternative methods.

Sten Sjöberg was born in Malmö, Sweden and has a 25-year career in mid- to large production companies. He moved to the U.S. with his family in 1983, and now holds dual citizenships (Swedish and U.S.). He has a bachelor's degree in accounting from Lunds Universitet in Sweden. He has worked in management most of his career, holding functions in accounting, marketing, production as well as served as President/CEO of two organizations (Wisconsin and Michigan). Mr. Sjöberg is also on the Board of Directors of Lansing Chamber of Commerce. If you are connected to the auto industry and/or are looking to either establish or rapidly grow a business in Michigan, this is a must see event!

Spring 2005 International Business Forums

February 8, 2005

March 22, 2005

April 12, 2005

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