

The Global Business Club of Mid-Michigan began in 1990 as the International Business Forum with a target audience of academics, public policy makers, and the local business community. Over time, the focus of the Global Business Club has shifted to highlight global issues of interest to the mid-Michigan business community. The GB Club is dedicated to supporting global business growth tied to Michigan and its diverse corporations. The main activity of the GB Club is a luncheon speaker series.

Organized by Michigan State University's Center for International Business Education and Research (MSU-CIBER) and co-sponsored by Foster, Swift, Collins and Smith, P.C., the Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University Center for Advanced Study of International Development (CASID), and Women in International Development (WID), the monthly GB Club luncheons provide outstanding speakers and relaxed networking opportunities for anyone interested in international business.



October Program

U.S. Free Trade Policy and Leveling the Playing Field for U.S. Business in Asia

Wednesday, October 22, 2008

12 noon, Rooms 106 & 107, Henry Center

Erik Magdanz, East Asia Trade Policy Officer
Bureau of Economic, Energy and Business Affairs
U.S. Department of State



<http://GBClub.msu.edu>



Doing Business in Korea

Wednesday, October 22, 2008

The Henry Center for Executive Development, Room B120, 2525 Forest Road, Lansing, Michigan

Lunch to follow in Rooms 106 and 107 of the Henry Center

Agenda:

- 8:00 – 8:30 a.m. Registration and Networking Continental Breakfast
- 8:30 – 8:35 a.m. Opening Remarks – Tim Daman
- 8:35 – 9:15 a.m. Session I –Young Oh/Kendra Kuo of the U.S. Department of Commerce
- 9:15 – 10:00 a.m. Session II – Tong Sun (Skye) Suh, Esq., Cultural Awareness for Michigan Companies Planning to do Business in Korea
- 10:00 – 10:10 a.m. Break
- 10:10 – 11:00 a.m. Session III – Mid Michigan Success Stories – A case study discussion from two companies who do business in Korea
Moderator: Jean Shtokal of Foster, Swift, Collins & Smith, P.C.
- 11:00 – 11:45 a.m. Session IV – Korea – Michigan's 4th Largest Agricultural Products Importer – Ken Nye of the Michigan Farm Bureau
- 11:45 – 11:50 a.m. Closing Remarks
- 12:00 – 1:30 p.m. Lunch Keynote: "U.S. Free Trade Policy and Leveling the Playing Field for U.S. Business in Asia" – Erik Magdanz, East Asia Trade Policy Officer, U.S. Department of State, Bureau of Economic, Energy and Business Affairs

Seats are limited! Reserve your seat today!

Registration Form

Name(s) _____

Company _____

Address _____

Phone _____ Fax _____ Email _____

Register # of Tickets _____ @ \$25.00 each Total \$ _____

Check enclosed Please invoice Visa Mastercard Discover

Card number _____ Expiration date _____

Signature _____

You may register for the morning program, keynote luncheon, or both by faxing the form to Beverly Wilkins at 517-432-1009, calling (517-353-4336), or emailing wilkinsb@msu.edu. The cost is \$25 total or \$25 for each component.

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LUNCH KEYNOTE

Wednesday, October 22, 2008, "U.S. Free Trade Policy and Leveling the Playing Field for U.S. Business in Asia" — Erik Magdanz, East Asia Trade Policy Officer, Bureau of Economic, Energy and Business Affairs, U.S. Department of State

Erik Magdanz, the Department of State's East Asia Trade Policy Officer, will join us to discuss the free trade agenda and the implications of the agreements with South Korea, Panama, and Colombia. He will take us through the process of developing free trade agreements, shedding light on important policy decisions and challenges faced as free trade negotiations progress. In doing so, Mr. Magdanz will highlight how free trade agreements form the foundation of U.S. global economic policy: fostering sustained economic growth, promoting new employment opportunities, consolidating anti-corruption reforms, and drawing millions into the formal economy.

He will also discuss the importance of our trade policy in Asia. This will be an opportunity to hear first-hand from Mr. Magdanz insights into how the U.S. government is thinking about the growing economies in Asia. Mr. Magdanz is looking forward to an engaging discussion on U.S. trade policies and encourages input that can make the conference an even more successful event.



Council Co-Chairs

Jean Shtokal, Foster, Swift, Collins & Smith, P.C.
Bill Motz, Lansing Community College

Council Members

Sandy Beall, IBM Corporation
Patricia Claire, Willingham & Cote', P.C.
Tim Daman, Lansing Chamber of Commerce
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Stacy Hansen, TechSmith
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