

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. 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), the GB Club is co-sponsored by Foster, Swift, Collins and Smith, P.C., the Greater Lansing Regional Chamber of Commerce, The Greater Lansing Business Monthly, Lansing Community College, Michigan State University Center for Advanced Study of International Development (CASID), Center for Gender in Global Context (GenCen), and the MSU College of Law. The monthly GB Club luncheons and corresponding seminars provide outstanding speakers and relaxed networking opportunities for anyone interested in international business.

Register/RSVP now at: <http://GBClub.msu.edu>



May Program

Targeting Customers Around the World



Thursday, May 12, 2011

Pedro Moya, Google

MICHIGAN STATE
UNIVERSITY

Broad College of Business
Center for International Business
Education & Research (MSU-CIBER)

FOSTER SWIFT
FOSTER SWIFT COLLINS & SMITH P.C. ATTORNEYS



<http://GBClub.msu.edu>



MICHIGAN STATE UNIVERSITY

Broad College of Business
Center for International Business
Education & Research (MSU-CIBER)

Thursday, May 12, 2011

Take Your IT and Technology Business Abroad

The Henry Center for Executive Development, B119, 3535 Forest Road, Lansing

Lunch to follow in the University Club Ballroom

Agenda:

- 8:15–8:45 a.m. **Registration**
- 8:45–9:00 a.m. **Introduction and explanation of Capital Area IT Council**
Chris Knapp/Jean Shtokal/Stacey Hansen, Capital Area IT Council
- 9:00–9:45 a.m. **Understanding China's Technology Landscape**
Dale Wright, Standards Officer, U.S. Commercial Service
- 9:45–10:45 a.m. **IP Protection**
Andrea Cromwell, U.S. Commercial Services
Sam Fredrick, Foster Swift Collins & Smith PC
- 10:45–11:00 a.m. Break
- 11:00–11:50 a.m. **Catering To Your Online Customers**
Speaker from Digital River
- 12:00–1:30 p.m. **Global Business Club of Mid-Michigan Luncheon**
Keynote Speaker Pedro Moya, Manager of Online Sales, Google

Co-sponsored by



Registration

The cost is \$25 for the lunch.

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You can choose to pay by credit card, check, or cash online. Check or cash payments will be collected at the door.

Call 517-353-4336 if you are having trouble registering online.

LUNCH KEYNOTE

Thursday, May 12, 2011, "Targeting Customers Around the World"—Pedro Moya, Google



Pedro Moya, Manager of Online Sales will be speaking on Targeting Customers Around the World.

Pedro Moya has over 12 years of sales, marketing, product management, and leadership experience in the global industrial marketplace. Pedro is currently managing a team that services Google's B2B clients. Prior to joining Google, Pedro served as Manager of the Electrical Industry Group at NSK Ltd, a worldwide manufacturer of motion control devices. In this role, Pedro managed the sales, engineering, and marketing team that supported North American clients' global operations.

Pedro has a bachelors' degree in engineering from the United States Military Academy at West Point.



Council Co-Chairs

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

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