

Global Business Club of Mid-Michigan

Key Issues in Expanding Your Business to Emerging Markets

Thursday, November 17th, 2011 - MSU Henry Center - 8:30am-1:30pm



- 8:00 – 8:30 a.m. Registration**
- 8:30-8:45 a.m. Welcome: Jade Sims**, Outreach Specialist, MSU International Business Center
Joseph Hess, President, Greater Lansing United Nations Association
- 8:45 – 9:15 a.m. Maximizing Business Opportunities in Emerging Markets**
David Hemmings, President, PRA Global Business Development
- 9:15 – 10:00 a.m. Opportunities & Strategies for the Indian Market**
John Alexander, Lateral Partners, LLC
- 10:00 – 10:15 a.m. Michigan Economic Development Corporation’s New State Trade & Export Promotion Grant (STEP) Program—How it Can Assist Your Business**
Deanna Richeson, Managing Director, MEDC Export Office
- 10:15 – 10:30 a.m. Mid-Michigan Implementation & Regional Export Network host perspective on MEDC’s STEP Program**
Brent Case, Vice President, International Business Services, Lansing Regional Chamber of Commerce
- 10:30 – 10:40 a.m. Break**
- 10: 40 – 11:10 a.m. Ethnocentricity and Business Abroad: It’s Not About You**
Fathy Shetiah, President and CEO, 7C Lingo
- 11:10 – 11:40 a.m. Getting Paid For Your Products in a Challenging Global Economy**
Bill Richeson, Senior Vice President, International Division, PNC Bank
- 11:40 – 11:50 a.m. Utilizing MEDC’s Export Financing Incentive Program**
Eric Hanna, Capital Markets Development Associate, MEDC
- 11:50 – 12:00 a.m. Q & A discussion**
- 12:00 –1:30 p.m. Luncheon served**
Keynote Speaker: Tony Kayyod, President, Global Ops Now
Learning From Companies Who Have Profited From Global Growth

Info and registration: www.GBClub.msu.edu - \$25 luncheon fee

Co-sponsor: The Greater Lansing United Nations Association (GLUNA)