

Global Business Club of Mid-Michigan

Mexico vs China: Where is Your Next Big Opportunity?

Tuesday, April 22, 2014 - 8:30am-1:30pm

MSU Henry Center for Executive Development - 3535 Forest Road, Lansing

- 8:30 - 9:00 a.m. **Registration & Networking**
- 9:00-9:15 a.m. **Welcome & Opening Remarks**
Jade Sims, Trade Specialist, MSU International Business Center
- 9:15 - 9:45 a.m. **Michigan Economic Development Corp. Assistance for Mexico & China**
John Wolf-Meyer, Grant Manager, Business Attraction/Export, MEDC
Weiwei Lu, Int'l Trade Development Manager (China), MEDC
- 9:45 - 10:15 a.m. **An Overview of Michigan Business Opportunities in Mexico & China**
Sara Coulter, Director, U.S. Export Assistance Center—Detroit
- 10:15 - 10:30 a.m. **Break**
- 10:30 - 11:00 a.m. **Navigating Intellectual Property Concerns: Patents, Trademarks & Copyrights**
Sam Frederick, Foster, Swift, Collins & Smith PC
- 11:00 - 11:15 a.m. **Why Manufacture in China?**
Alex Claypool, Managing Director, Lancaster Investment Consulting (Shanghai)
- 11:15 - 11:45 a.m. **Panel Of Mid-Michigan Businesspersons Presents Experiences & Impressions**
Jean Shtokal, Foster, Swift, Collins & Smith PC (Moderator)
Chuck Bird, Director of International Sales, Neogen
Sten Sjoberg, Chief Operating Officer, Demmer Corporation
- 12:00-1:30 p.m. **Global Business Club of Mid-Michigan Luncheon**
China & Mexico From a Cost, Tax & Business Launch Standpoint
Keynote Speaker: Lou Longo, Partner, Plante Moran Global Services

While NAFTA opened the doors to increased opportunities south of the U.S. boarder, the ensuing rise of China to a global economic powerhouse pulled our attention and economic focus across the Pacific. Given limited resources, which country is your best opportunity? This seminar will provide you with the information to answer that question for your company.

\$35 registration fee includes break service & lunch

www.GBClub.msu.edu - 517.353.4336 - check us out on social media:   



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