



Developing a Global Mindset



The International Business Center Team



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Business

A Letter from the Director

This year has been an exciting time for IBC/MSU-CIBER with new faces who joined our office, new initiatives, and new strategic goals. Despite the ongoing Covid-19 pandemic, our team did not only meet all their metrics, but also exceeded the expectations in terms of teaching and research support, as well as academic and business outreach.

This annual report will summarize how our programs and initiatives have served the faculty and students at Broad College, Community Colleges and Minority Serving

Institutions, Michigan business community, as well as local, state and federal agencies in the 2020-2021 period. Broadly speaking, these programs and initiatives help develop a global mindset at the Broad College by offering curricular and non-curricular experiences, by supporting education abroad programs and international business internships, as well as by providing research, teaching and professional development grants, and webinars for faculty.

The mission of IBC is to leverage our leading-edge competencies to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on issues of importance to international trade and global competitiveness using our guiding principles as the foundation.

In addition, we have also served our external stakeholders through a variety of programs including, Faculty Development in International Business Programs and International Business Institutes for Community Colleges, Michigan Export Growth Program, globalEDGE, Global Business Club and ExporTech™ Partnership Programs.

Among these programs, we highlight the Community Colleges Go Global webinar series, the Export Internship Program, the Research Spotlights webinar series, and the International Business Case Competition in this report as examples of innovative programs that IBC launched as new initiatives in 2021.

The IBC team is looking forward to many new and exciting opportunities that will produce broad, significant, and sustainable local, regional, and national impact in 2022. We hope to continue to work with you as our partner in developing a global mindset in higher education, business leaders and entrepreneurs.

As always, the IBC team is standing by to support any curriculum & professional development, research, teaching, and education needs.

Ahmet H. Kirca
Director, IBC/MSU-CIBER Team

COVER
Fishing the Sky
Hikone, Japan
Chad Frost
Faculty/Staff
2019 Global Focus

Serving the Business Community for Over 30 Years

IBC's 30th Anniversary!

In 2020, IBC celebrated the 30th anniversary of our designation as National Resource Center by the U.S. Department of Education (i.e., CIBER). We would like to thank our partners, stakeholders, and the Dean's office of the Eli Broad College of Business for their continuous support in our programs and activities.

Michigan State University has a long tradition and commitment to international business and IBC has been serving as the guiding force for this commitment at the Broad College for the past thirty years. As the only U.S. Department of Education designated Center for International Business Education and Research (CIBER) in Michigan, and one of the fifteen centers in the entire US, IBC is a global leader and MSU's epicenter for international business.

At the Broad College and IBC we are committed to leverage our leading edge competencies to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international trade and global competitiveness issues. Please let us know if you have any ideas or suggestions to help us achieve our goals. Come visit us at our NEW OFFICE at

International Business Center

Broad College of Business
Epley Center
Michigan State University
667 N. Shaw Ln., 4th Floor
East Lansing, MI 48824-1121

Broad College's newest building — the Edward J. Minskoff Pavilion — earned top credentials this year for its sustainability and energy-efficient design. The 104,000-square-foot

building was awarded the U.S. Green Building Council's Leadership in Energy and Environmental Design LEED Gold certification. With this distinction, the Minskoff Pavilion became the fifth building at Michigan State University to achieve LEED Gold and the first academic building to do so.



Serving Michigan and the Nation

Although 2021 was full of challenges due to the pandemic, IBC served 107 Michigan companies during the year. Those 107 companies are collectively estimated to generate \$57 million in new export sales by achieving 698 international market entries to 105 countries. The facilitated \$57 million of export sales is estimated to create 271 additional Michigan jobs during the 2021 fiscal year.

This year, IBC employed a total of 22 students, 7 of which worked on globalEDGE, 13 worked on the Michigan Export Growth Program (MEGP), and two students supported both teams with their social media and marketing efforts. Our student team has always been at the heart of our business outreach work. The experiential learning component of their job helps these students develop international business-related skills that they can use in their careers.

Michigan Export Growth Program

Designed to support and increase the international expansion of Michigan businesses, Michigan Export Growth Program (MEGP) provides customized international market research to small-to-medium-sized companies. Since it began twelve years ago, MEGP has assisted hundreds of businesses with customized market entry information.

Funded by the Michigan Economic Development Corporation, the program continued to serve Michigan businesses in 2021 from various industries. These industries varied greatly from machinery to aerospace, apparel to alternative energy, and consulting to online broadcasting. While MEGP researched potential markets in every continent, Canada and Mexico, European, Latin American, and Asian countries were among the top markets that attracted the Michigan companies in 2021.

globalEDGE

Our online international business portal, globalEDGE, continued to offer a wealth of information, insights, and learning resources on various global business activities for the international business community. International business professionals, students, faculty, and policymakers worldwide used globalEDGE to access valuable information on countries, industries, and trade blocs along with many tools and resources for teaching, learning, and business purposes.

The globalEDGE team comprised of student interns served over 1.7 million users from 232 countries, geographic territories, and islands that visited globalEDGE and browsed through 5 million pages in total during 2021. globalEDGE has continued to be one of the leading resources for international business in 2021.



MEGP Team



globalEDGE Team



Marketing Team

Serving Michigan and the Nation

ExporTech™

In 2021, the International Business Center became the umbrella organization that supports and coordinates the international market research efforts of the ExporTech™ programs in Michigan. As an organization that hosted many successful ExporTech™ programs in the past, the International Business Center will help all the Michigan universities that will host ExporTech™ programs in the future. In their first project, the center collaborated with Northern Michigan University in 2021.

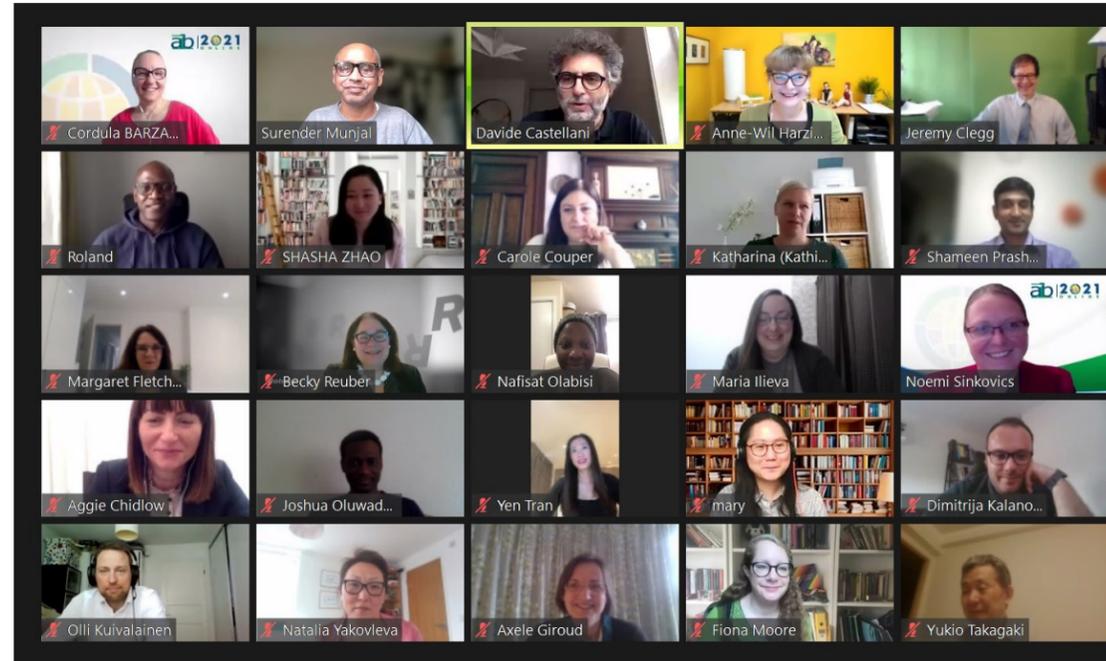
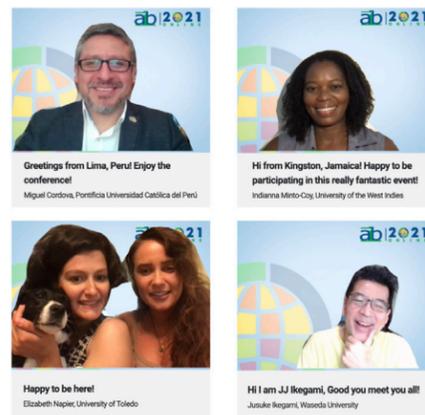
ExporTech™ is a national export assistance program helping companies expand globally. Jointly offered by the U.S. Commercial Service of the U.S. Department of Commerce and Michigan Economic Development Corporation, ExporTech™ applies a structured export strategy development process that assists companies to accelerate international growth.



Academy of International Business

Since 2004, the Academy of International Business (www.aib.world) has been housed in the Broad College of Business at Michigan State University. AIB's premier global event, its Annual Meeting, held online in 2021, brought together 1,254 participants from 64 different countries to showcase the latest in international business research.

In the last year, AIB has rolled out several resources to serve the needs of the Broad College community, as well as international business researchers worldwide. Expert representatives from AIB's premier publications (aib.to/publications), Shared Interest Groups (aib.to/sigs), and regional chapters (aib.to/chapters), hosted over 20 free, public webinars in 2021 on topics ranging from

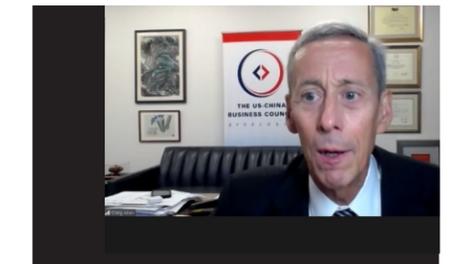


Green Energy policy to China-Canada trade relations, offerings that will continue to expand in the coming year.

2021 also saw the launch of AIB's first multimedia interview series, Frontline IB Conversations, featuring some of the most well-known scholars currently publishing in the international business field. Published every Thursday in both video and podcast form, this series serves as an entertaining, accessible introduction to key questions within the discipline and provides a rare, behind-the-scenes look into how these successful scholars built their careers. Members of the MSU community can explore AIB's expanding media library online (aib.to/frontlineib) or on their favorite podcasting service.

Our association's online events provide essential learning and networking opportunities to scholars around the globe.

AIB's newly launched interview series, Frontline IB, offers an illuminating introduction to the world of international business that you can listen to at home or on the go.



Global Business Club

The Global Business Club serves as a critical bridge linking Michigan exporters and allies with a wealth of university research-driven resources, often available to the business community at no cost.

Due to the ongoing pandemic, the Global Business Club (GBC) has remained virtual throughout 2020 and 2021. Despite this ongoing change, GBC hosted 13 events with a total of 1400 participants. Some of this year's topics included: Demystifying China, Turkey and Central Eurasia, Africa-China-US Triangle, TikTok, WeChat &More, A Brand New World, China Townhall. Details on the events can be found at: ibc.broad.msu.edu/gbclub/pastevents.



International Business Institute

IBC's International Business Institute (IBI) provide participants resources to internationalize general business courses at the two-year college level. In 2020-21, IBC hosted three workshops with Highline College, LoneStar College, and Bridge Valley Community College.

In addition, in 2021 IBC launched a virtual IBI series named Community Colleges Go Global. IBC students had researched a list of over 14k CC staff and faculty. IBC utilized this list to host two virtual seminars on "How to Design Your Intl. Business Course" with a total of 101 participants.

ABOUT GLOBAL FOCUS

Since 1999, International Studies and Programs has hosted Global Focus, an annual international photography competition for MSU students, faculty, staff and alumni. The contest highlights the varied perspectives of Spartans all over the world—those who have traveled both to and from East Lansing—learning from each other, creating lasting relationships and building knowledge together. Sharing our international experiences benefits everyone, opening hearts and minds and strengthening our global community.

*As the first rays of light awakens the mountains
Kanchenjunga, Darjeeling, India
Meenakshi Sudhakaran, Student
2017 Global Focus*

New Initiatives

Export Internship Program

IBC in partnership with the Michigan Economic Development Corporation, launched their new Export Internship Program. The program supports Michigan exporters by matching them to enthusiastic students that can assist with the companies' international strategic growth. Students gain first hand experience and the program offsets the cost of the intern's wages, creating a win-win situation for both students and companies.

IBC's role provides customized trainings to all interns as well as mentorship to both, companies and students. This year, nine qualified students and ten companies successfully completed the program.



Research Spotlights

In 2020, IBC launched a new webinar series called "Research Spotlights". The goal is to convene academics from around the globe to present new and innovate data and discuss various research topics.

IBC partnered with other universities such as Texas A&M University and other departments within Michigan State University. Overall, IBC hosted four Research Spotlight webinars on the topics Tips and Trends from Editors,

Using Cultural Distance in International Business Research, and Globalization, Islam, and Marketing, and Opportunities in International Sales Research. In total the three webinars attracted 137 faculty members form around the globe.



International Business Case Competition

On Oct. 29, 2021, IBC conducted its first ever International Business Case Competition, in hopes of granting undergraduate students the opportunity to apply their knowledge and skills to global case studies.

The competition was open to all undergraduate Broad Spartans and consisted of seven teams, each with four students. After three days working on the business case, the teams prepared 20-minute presentations and pitched their solution to a panel of judges. The judges deliberated to ultimately award first place and a grand prize of \$2,000 to first-year students Devangi Deoras, Luke Farinella and Mishthi Kapoor.

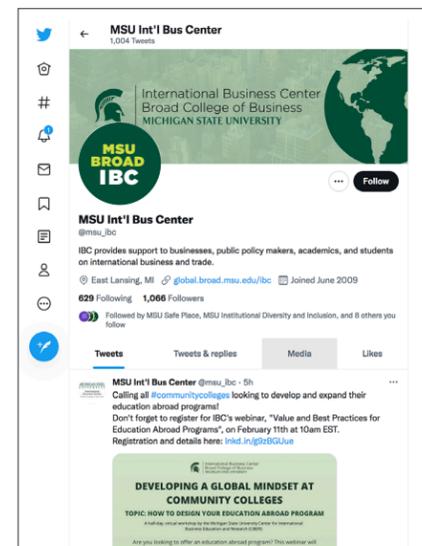
Marketing Strategy

IBC's Carlotta Gmachl together with Digital Marketing Interns Zoe Stirrett and Derek Adkins have been working diligently on revamping IBC's social media strategy.

By creating new and innovative content designs, the IBC LinkedIn handle increased its following by 190% and post impressions by 232%. In addition to their success, globalEDGE's LinkedIn following increased by 42% and its post impressions by 2,529%. Don't follow us Yet? Sign up for our handles here!

IBC LinkedIn: MSU International Business Center

Twitter: @msu_IBC



INSIDE BACK COVER
Reflecting in Nishinonaru Gardens
Osaka, Japan at the Osaka Castle
and Nishinonaru Garden
Constance Wolfe, Alumni
2019 Global Focus





Center for International Business
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