CIBER NEWS

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UPCOMING EVENTS

January 28: *Developing Business-Related Curriculum and Outreach Efforts at a Siberian University,* 12:00 p.m., 117C Crossroads Cafeteria. See column two for details.

February 17: the conference *Rainbows and Minefields: A Road Map for Success in Foreign Markets for Michigan Medical Products Companies,* 8:30 a.m. to 1:15 p.m, MSU University Club. See below for details.

MEDICAL PRODUCTS CONFERENCE

The Michigan Medical Device Manufacturers and Suppliers Association, the Michigan International Business Development Center (MI-IBDC, a unit of MSU's International Business Center), and the Right Place Program will host the conference *Rainbows and Minefields: A Road Map for Success in Foreign Markets for Michigan Medical Products Companies* on February 17, 1994. The conference will be held at the University Club from 8:30 a.m. to 1:15 p.m.

International sales of US medical products in foreign markets are expanding significantly, providing major opportunities for Michigan medical products companies. This program will provide information on the opportunities and provide guidance in dealing with the obstacles that may be encountered when going into foreign markets.

Perspectives on the opportunities and obstacles will be provided by Edward M. Rozynski, Vice President—International, Health Industry Manufacturers Association. In addition, Ron Williams, President of DLP, Inc., a leading Michigan manufacturer, will describe how his firm has expanded into world markets. Other speakers include Steve Nobel, Senior Vice President of the Right Place Program, a privately financed economic development company; Myron M. Miller, Acting Executive Director of MSU-CIBER; and David Zischke, Director of the MI-IBDC.

The registration fee is $75, includes a luncheon, and is due by February 10, 1994. For more information, contact the Michigan Medical Device Manufacturers and Suppliers Association, The Waters Building, 111 Pearl Street NW, Grand Rapids MI 49508-2831, (616) 771-0332, fax (616) 771-0329.

HIGH SPEED COMPETITION IN A NEW EUROPE

The 20th Annual Conference of the European International Business Association (EIBA), with the general theme *High Speed Competition in a New Europe*, will be held in Warsaw, Poland on December 11-13, 1994. The conference will be organized by the International Management Center of the University of Warsaw.

Besides the general theme, the EIBA conference will provide a forum for reviewing and discussing new research, models, and theories relevant in the field of international business. Topics will include creating sustainable competitive advantages in the international marketplace, the European challenge to global competition, the single European market and corporate strategies, new dimensions of international management, transition and management in Central and Eastern Europe, small countries and small firms in a new Europe, and cross-cultural management.

Two types of papers are invited for the conference; abstracts are due no later than June 30, 1994. Workshop papers, for the presentation of research in progress, will be distributed only to workshop participants. Competitive papers on recent unpublished research will be blind-refereed, presented by at least one author, and published in the Conference Proceedings. Competitive papers are due no later than September 10, 1994.

There are discounted hotel rates and registration fees for participants who register by October 5, 1994. For more information contact Dr. Krzysztof Obłój, International Management Center, University of Warsaw, Nowy Świat 4, 00-497 Warsaw, Poland, phone 48-2-625 31 26, fax 48-2-625 31 80.

SID SEMINAR

On January 28, 1994, the Society for International Development (SID) will host the Luncheon Seminar *Developing Business-Related Curriculum and Outreach Efforts at a Siberian University.* Valentin Alexeevich Sapozhnikov, Tatiana Vladimirovna Kovalchuk, and Margarita Ivanovna Eliyasheva, three faculty members from Krasnoyarsk State University (KSU), Russia, will discuss their efforts to redesign their academic curriculum in economics, business, and human resource management and establish an adult education outreach and training program for Siberian business, labor, and government representatives. The seminar is at 12:00 p.m. in 117C Crossroads Cafeteria. For more information, contact John Revitte, SLIR, (517) 355-5143 or Kevin Rubens, RDD, (313) 883-6552.

Graduate student Cuneyt Evirgen demonstrated Michigan State University CIBER's pioneering computer software when the center's twenty-nine member advisory council assembled on December 10, 1993. MSU-CIBER has developed six computer-aided decision-support tools. Each can be used for the training of managers in addition to serving as diagnostic and decision support tools.

Pictured from left are John F. Hornick (standing), director of international marketing for Upjohn Company; Robert Stemple (seated) former chairman and CEO of General Motors Corporation; Gerald D. Graham, vice president for international sales for Brunswick Company; Evirgen; and Marc Santucci; president of ELM International.