



**International Business Center**  
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## 2000-2001 Fulbright Program Application Materials Now Available

The Fulbright Scholar Program for Faculty and Professionals offers lecturing and research awards to the Baltic states, NIS, and countries in Central and Eastern Europe. Awards range from two to ten months and opportunities are available in a broad range of disciplines.

The deadline for lecturing and research grants for 2000-2001 is 1 August 1999. For application materials, please contact Debra Carpenter at International Studies and Programs (ISP) by calling 355-2350. Program information and application materials can also be obtained by sending an e-mail message to: [apprequest@cies.iie.org](mailto:apprequest@cies.iie.org), or by seeing the Council for International Exchange of Scholars web site at [www.cies.org](http://www.cies.org).

The Department of Education, Fulbright-Hays (student and faculty) information will be sent to International Studies and Programs in August 1999, and will also be available through ISP.

## *Center for International Business Education and Research*

Center for International Business  
Education & Research  
Michigan State University  
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## UPCOMING EVENTS

11 May: International Business Forum presents Brad Sweazy, International Sales Manager for UPS, on "Gaining Competitive Advantage: International Shipping." *International Business Forum luncheon presentations begin at 11:45 at the Michigan Athletic Club. For reservations, call Beverly Wilkins at 353-4336. Cost is \$20.*

22-27 May: International Business Institute for Community College Faculty, hosted by the Michigan State University Center for International Education and Research.



## International Business Forum Focuses on Germany



On 13 April, the International Business Forum welcomed speaker Wilhelm Kast, who addressed the monthly luncheon audience on "Market Entry in the New Europe: Focus on Germany."

Kast, a native of Germany, is the Chairman and CEO of DPCS INTERNATIONAL, a Birmingham, Michigan, information technology services company involved in the research, design, implementation, and administration of

global database systems. In addition, the speaker serves as Chairman of the Cross-Cultural Leadership Forum (in Livonia), a not-for-profit organization that provides expert support services in the field of international work force development.

Kast brought a great deal of experience to the Forum, having served from 1992-96 as chairman of the Michigan International Trade Authority by appointment of Governor Engler. In the past, he has also served as a delegate (appointed by President Reagan) to the National White House Conference on Small Business, and as chairman of the Michigan International Trade Coalition.

At the Forum, he was introduced as "a man looking to break down barriers in trade." Kast began by stating that one of his missions is to "build societies by cooperating in business," but noted that "the execution (of that goal) isn't always easy." Kast believes in interpersonal relationship building on an international level, and warned the audience not to focus solely on business-to-business relationships, "but rather to look at person-to-person (relationships)."

The speaker went over many of the facets of "the new united Europe," focusing on the use of Germany as a platform for operations in Europe due to the country's comparable business culture and high-tech infrastructure. He continued by highlighting the differences that have arisen in trade between the U.S. and Germany. "Trade in the 21st century will be characterized by synergy, global management, and customer focus instead of the dominant, local, and product-driven attitudes of the past," the speaker said.

Responding to an audience member's question about the future effects of the Daimler Chrysler merger, Kast predicted that "the high salaries (of U.S. auto executives) will go away, and a universal management style will emerge. You will see strong German direction based on American management principles."

The speaker believes strongly in "the resulting creativity that comes from a pluralistic society." Given his positive attitude, it is not surprising that he is a past recipient of the "Michiganian of the Year Award" (presented annually by *The Detroit News*) and a man to watch in the future.

## MSU CIBER Supports Faculty Conference Participation

Throughout the year, MSU CIBER supports faculty participation at conferences that further the study of international business. Faculty interested in financial support from MSU-CIBER for conference participation can contact Beverly Riedinger at (517) 353-4336 for application guidelines. Several of this year's faculty supported by MSU CIBER are highlighted below.

Last term, MSU Human Environment and Design Professor Brenda Sternquist participated in the Japanese Distribution Strategy conference held 22-24 November in Honolulu. At the conference she presented a research paper and chaired a special panel on Japanese retailer's internationalization. After the panel session she was invited to write a chapter on Japanese retailer's internationalization, which will appear in a book. The research paper was also selected for publication in the book. Dr. Sternquist will be teaching a graduate seminar on Japanese Retail Systems at MSU 10-18 June.

In January, MSU Professor (and Chair of the Department of Linguistics and Germanic, Slavic, and Asian Languages) George Peters went to Constance, Germany to discuss the possibility for an advanced business German study abroad opportunity for MSU students at the Fachhochschule Konstanz. Upon his return Dr. Peters drafted a proposal for a semester-long study abroad program for MSU students in Constance, the first group of which he hopes to send in Spring 2001. If all goes well, he envisions a possible undergraduate concentration in business German and a joint degree in international business and German with the Eli Broad College of Business.

In March, Professor of Linguistics and Languages Luding Tong attended the 17th Annual EMU Conference of Language and Communication for World Business and the Professions, co-sponsored by the CIBER at San Diego State University and the World College at Eastern Michigan University. The conference focused on foreign language teaching as it relates to international business, and Dr. Tong discussed organizing a future Business Chinese panel.

## At Other Universities

USC's IBEAR is offering executive programs in Doing Business with China (21-23 June), Doing Business with Japan (28-30 June), and Doing Business with Mexico and Brazil (12-15 July). For more information, contact Grace Korman at (213) 740-7132.

### CIBER News Seeks Information

If you have information or upcoming events of interest to the international business community you would like published in CIBER News, please call editor Cynthia Hitchcock at 353-4336.