



IB Forum Council

MSU CIBER would like to thank the members of the International Business Forum Council for their hard work put in over the past year in planning and organizing the monthly IB Forum luncheon presentations. The Forum is sponsored by MSU CIBER, the Greater Lansing Regional Chamber of Commerce, and Lansing Community College. The 1998-99 season came to a close 11 May. Plans are already in motion for the 1999-2000 schedule, which will start 14 September with Geoffrey Bloom, Chairman and CEO of Wolverine World Wide, Inc.

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*MSU is an affirmative action,
equal-opportunity institution*

If you would like more information on the Forum, would like to suggest a speaker for next season, or wish to be added to its mailing list, please call Beverly Wilkins at (517) 353-4336, or e-mail her at wilkinsb@pilot.msu.edu.

Center for International Business Education and Research

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UPCOMING EVENTS

10-13 June: Faculty Development in International Business Program at the University of Memphis, cosponsored by MSU-CIBER



International Business Forum Takes on Global Shipping to Wrap up the 1998-99 Season

The last International Business Forum for the 1998-99 season featured Brad Sweazy, international account manager for United Parcel Service in the Midwest Region. Mr. Sweazy showed the audience how logistics management can help them compete in a global environment, suggesting a company:

- know the corporation's global vision
- know its current and emerging international markets
- know its competition
- know the company's logistical supply chain
- know its current carriers' logistics and distribution chain

After reviewing the traditional logistics movement of many companies, Sweazy showed how brokers such as UPS can tackle problems like cumbersome tracking, high cost, and minimal shipper control.



Advantages UPS provides, he noted, include better control, reduced transit time, increased tracking, increased customer service levels, reduced inventory, increased productivity, and a quicker customs clearance process. Sweazy also addressed new trends in the industry, including customized consolidated clearance logistics movement, which is growing in popularity.

Sweazy went on to explain the how the UPS distribution system operates (using the hub and spoke design), flying to over 500 international airports everyday. Sweazy admits the system isn't perfect, noting "Canada is our neighbor, but sometimes it's easier to get to China than to Canada." He then highlighted how electronics and EDI have transformed the industry, even reducing the corruption often associated with customs offices the world over.

Before taking questions from the audience, Sweazy stressed the outcomes of using brokers, including obtaining the best transit times, a complete portfolio of service, single carrier responsibility, in-house customs brokerage, and customized logistics solutions. The audience, consisting of both customers and competitors, received an informative presentation relevant to their company's needs.

Note:

The International Business Forum, the monthly luncheon presentations sponsored by MSU-CIBER, the Lansing Regional Chamber of Commerce, and Lansing Community College, will break for the summer and resume again on 14 September, with the Chairman and CEO of Wolverine World Wide, Inc., Geoffrey Bloom. In the meantime, if you have information or upcoming events of interest to the international business community that you would like publicized in the fall issues of CIBER News, call us at (517) 353-4336.

Visiting International Scholar from Japan at MSU

MSU CIBER is happy to welcome to MSU Dr. Hiroshi Sasaki, associate professor on the Faculty of Business Administration at St. Andrew's University in Osaka, Japan.

Dr. Sasaki came to MSU in March, and will stay for one year doing research on investment in information technology. Specifically, he will conduct a comparative study of Japanese and U.S. wholesalers.

"I am very happy to be here," he said. "The people at MSU are very warm and friendly." While here, Dr. Sasaki will be hosted by the Accounting/MIS Department at the Eli Broad Business College.



MSU CIBER bids farewell to Dr. Sunje Aziz, who is returning to his home country after a year at MSU as a visiting Fullbright Scholar from the University of Sarajevo. We will miss him and wish him continued success throughout his life and his career.

From the Executive Director

As we end the 1998-99 academic year, I would like to thank our staff for their hard work and wish our graduating MBA students (*CIBER News* editor Cynthia Hitchcock, Michele van de Walle, and Jingdi Gong) and Ph.D. student M.B. Sarkar good luck in their new careers. The staff will continue to work hard throughout the summer, with special emphasis on hosting the 1999 International Business Institute for Community College Faculty, held 22-27 May on the campus of MSU.

This will be the last issue of *CIBER News* published until next September. In the meantime, please feel free to call us if we can be of service to you. Have a great summer!

Graduate Assistants

- Bilge Anbarlilar
- Irem Aydinsoy
- Sangphet Hanvanich
- Tunga Kiyak
- Tony Roath
- M.B. Sarkar
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