The State of Michigan is in the midst of a decades long transition from a predominantly manufacturing economy, largely geared to North American markets, to successful participation in an increasingly complex global economic and political system.

Well informed, skillful use of existing and new resources will be a key factor in achieving a common goal: a more diversified Michigan economy & broadly educated workforce, which not only benefits the people of Michigan but contributes to a better life for the world’s citizens.

The purpose of the 2007 International Trade Symposium is to offer a timely educational contribution to the international phase of this complex transition.

WHO SHOULD ATTEND?

International business entrepreneurs, economic development professionals, government officials & employees, agricultural export entrepreneurs & leaders, academic faculty and students, nonprofit leaders with international interests, concerned citizens.

If keeping abreast of resources and trends which influence Michigan’s international trade is important to you, plan to register and attend. See program details and registration information below.
## Program

**8:00 – 8:30**
Registration check-in, coffee, tea, juice

**8:30 to 8:50**
Welcoming remarks: Joseph Hess, President, Greater Lansing United Nations Association, Senator Gretchen Whitmer, Mayors Bernero of Lansing & Singh of East Lansing

**8:50 – 10:15**
**New International Trade Resources for Michigan Entrepreneurs**
Moderator: Bob Trezise, Lansing Economic Development Corporation

- **Regional Economic Development: A Global Perspective For Michigan**
  Matthew Dugener, President & CEO, Lansing Economic Area Partnership

- **The Capitol Area & Other Michigan Free Trade Zones: How to Take Advantage of Them**
  Tim Daman, VP Operations & Strategic Initiatives, Lansing Regional Chamber of Commerce

- **New Developments in US Dept. of Commerce Export Assistance**
  Thomas Maguire, International Trade Specialist for Western Michigan, US Dept. of Commerce

**Q & A /Panel**

**10:15 – 10:30**
Refreshment break / visit info tables

**10:30 – 11:30**
**More Emerging Resources & Opportunities for Michigan’s Economy**
Moderator: Tim Dempsey, East Lansing Economic Development Corp.

- **Implications of The Prima Civitas/MSU Entrepreneurship Initiative**
  David Hollister, President & CEO, Prima Civitas Foundation

- **Global IT Niche Markets: Opportunities for Michigan Entrepreneurs**
  Kurt DeMaagd & Cliff Lampe, Telecommunication, Information Studies & Media, MSU

**Q & A/Panel**

**11:30 – 1:30**
Luncheon with Global Business Club, Henry Center Dining Room

**Keynote address: The Value of Corporate Responsibility in Today’s Global Economy**
Carrie Hall, United Nations Global Compact

**1:30 – 2:55**
**New MSU Resources For Promoting Michigan’s International Trade**
Moderator: Irem Kiyak, Associate Director, International Business Center

- **Knowledge Development, Deployment, and Cultural Competitiveness**
  Tomas Hult, Professor & Director, International Business Center

- **Facilitating Trade Agreements for Alternative Fuels**
  Kris Berglund, Distinguished Professor of Forestry & Chemical Engineering

- **China Initiatives Beneficial to Michigan**
  Chun Lai, Dongping Zheng, College of Education & Confucius Institute Faculty

**Q & A/Panel**

**2:55 – 3:10**
Refreshment Break/visit info tables
3:10 – 4:25  **Guidance For Michigan Agricultural Exports And International Banking**  
Moderator: Donald Koivisto, Director, Michigan Department of Agriculture  

**Recent Michigan Department of Agriculture Initiatives To Increase Exports**  
Jamie Zmitko-Somers, International Trade Specialist, Michigan Department of Agriculture  

**Potential Impact of Evolving International Trade Policies On Michigan Agriculture**  
David Schweikhardt, Professor of Agricultural Economics, MSU  

**International Banking Pitfalls To Avoid: Do It Right The First Time**  
William Richeson, Senior VP Global Trade, National City Bank  

Q & A/ Panel  

4:35 to 5:00  Acknowledgements, concluding remarks, program evaluation  

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**International Trade Symposium Registration Form**  

Please register me/us to attend the October 25, 2007 Symposium at the MSU Henry Executive Development Center  

Name(s) _____________________________________________________________  

Organization ___________________________________________________________________________________  

Address ___________________________________________________________________________________  

Email ___________________________  

Phone ___________________________  

Fax ___________________________  

Priority will be given to all day registrants. Space is limited to 100 per half day session except for the luncheon with Global Business Club where more can be accommodated.  

- All day with lunch: $75 x number registering ______ = $__________  
- Morning session with lunch: $50 x number registering _____ = $__________  
- Lunch and afternoon session: $50 x number registering _____ = $__________  

* Luncheon and keynote address with Global Business Club *only*  
- $25 x number registering ____ = $__________  

Half day ____ morning or ____ afternoon *without lunch*  
- $25 x number registering ____ = $__________  

Total payment due = $__________  

Faculty/student group rate available. Email inquiry to IntTradeSymp2007@comcast.net  

**Payment method:**  
(No cancellation refunds after October 19).  

- Check enclosed made payable to GLUNA. mail to P.O. Box 863, East Lansing, MI 48826  
- Charge to Visa/Mastercard # _____________________________ Exp. ____/_______  

Signature _____________________________  

Pay by check at Symposium. Prior registration required.  

Fax form to 517-853-0875 for the latter two options or mail to the address above.  
Or email to: IntTradeSymp2007@comcast.net
SYMPOSIUM SPEAKERS
In order of presentation

Matthew Dugener was named President and CEO of the Lansing Economic Area Partnership in 2007 a few months after LEAP, Inc. was formed. LEAP, Inc. is the regional economic development organization for the Lansing area. Matt and his team are intent on transforming the community into a globally dynamic business environment that places it among the most competitive in the nation.

Tim Daman currently serves as the Vice President, Operations and Strategic Initiatives for the Lansing Regional Chamber of Commerce. In his role, Tim manages the Chamber’s economic development initiatives, marketing, communications, membership development and promoting the Lansing region as a location for business attraction, expansion, entrepreneurship and investment.

David Hollister has a long and distinguished career in public service as a teacher, county commissioner, state legislator, Mayor of Lansing and Director of the Michigan Department of Labor and Economic Growth. In 2005 he was recruited by MSU President Simon to become the President and CEO of the Prima Civitas Foundation, a nonprofit organization that works with MSU, Mid-Michigan businesses, governments and the Lansing Regional Chamber of Commerce to strengthen and diversify the economy.

Thomas Maguire is the Director/International Trade Specialist for Western Michigan for the US Department of Commerce Grand Rapids Export Assistance Center. His area of responsibility includes the Lansing region. He is a 20+ year veteran with the Commerce Department in Grand Rapids assisting US firms in West Michigan to increase sales through exporting.

Kurt DeMaagd is Assistant Professor, Department of Telecommunication, Information Studies & Media in the MSU College of Communication Arts & Sciences with special interest in the uses and effects of communications technology in developing economies.

Clifford Lampe is Assistant Professor, Department of Telecommunication, Information Studies & Media in the MSU. His research interests include social effects on online interactions, reputation and recommender systems, online commercial activities and computer-supported cooperative work.

Carrie Hall is a communications and public affairs advisor for United Nations Global Compact, the world’s largest corporate citizenship initiative. Carrie joined Global Compact in 2004 and has served as editor of Compact Quarterly since 2005. In addition she manages a broad range of communications for Global Compact.

Tomas Hult is Professor of Marketing, Supply Chain Management, & International Business, and Director of the Broad International Business Center, MSU. IBC houses MSU-CIBER, CIBERweb, Academy of International Business, the Global Business Club of Mid-Michigan and CIMar. IBC is the developer of globalEDGE, the world’s leading online source for international business information (Google.com July 2007).

Kris Berglund is University Distinguished Professor of Forestry and Chemical Engineering MSU. His research interests include development of fermentation processes for value added use of agricultural and forest raw materials, distilled beverage technology & separation processes. He recently was part of Governor Jennifer Granholm’s delegation to Sweden and other European countries to secure more trade agreements beneficial to Michigan’s economy.

Chun Lai is an Assistant Professor in the MSU College of Education and is on the faculty of the Confucius Institute. Her research interest include exploring the use of technology to better understand the use of technology in second language acquisition and to facilitate second language learning and teaching.

Dongping Zheng is Assistant Professor of Educational Psychology in the MSU College of Education and is on the faculty of the Confucius Institute. Her research interests focus on the use of technology in second language acquisition, learning in cross-cultural settings and teacher education. Her expertise includes instructional design, web design & development and teacher training.
Jamie Zmitko-Somers is the International Marketing Manager in the Michigan Department of Agriculture. She has worked for the Michigan Department of Agriculture for ten years with the last six years working in the International Marketing area and has traveled to Japan, Korea, Mexico, England and Costa Rica promoting Michigan products through trade shows and various promotions.

David Schweikhardt is Professor of Agricultural Economics, MSU. He specializes in agricultural international trade policy. His research and extension work has focused on agriculture and trade policy including the North American Free Trade Agreement (NAFTA), the General Agreement on Tariffs & Trade/World Trade Organization (GATT/WTO) and US farm legislation.

William Richeson is Senior Vice President, Global Trade and Supply Chain Solutions, National City Bank with offices in Troy, Lansing and Grand Rapids. He has traveled extensively around the globe working on international banking issues in the course of his 25 years with National City and prior to that while holding positions in commercial lending and international banking with what is now Bank of America.

Directions to Henry Center:

From north and west, exit US 127 at Trowbridge Rd go east to Harrison, turn right, follow Harrison to Forest, turn right past Collins; Henry Center parking lot on right. Free parking.

From south and east, follow I-96 then US 127 north to Jolly/Dunckel Rd exit, turn left to Collins, then left on Collins ¼ mile to Forest, turn left on Forest to Henry Center on right.