

Workshop for Managers & Policymakers

October 26, 2007



ENTERING THE NEW EMERGING MARKETS:

INTERNATIONAL MARKET EVALUATION FOR MANAGEMENT

Sponsors

- ✪ The University of New Haven's Center for International Industry Competitiveness (CIIC)
- ✪ The University of New Haven's Global Business Center (GBC)
- ✪ The State of Connecticut's Department of Community and Economic Development

What: Half-day Workshop (8:30 AM – 12:30 PM)

When: Friday, October 26, 2007

Where: Buchman Hall Auditorium (Rm. 120)
University of New Haven, West Haven, CT

Why Attend: To gain an understanding of the major emerging markets, such as China, Russia and India, their business cultures, competitive issues, legal environments and their growing, highly competitive multinational companies.

Who Should Attend: Business people & policy makers:

- seeking to enter into business operations in emerging markets;
- seeking to source components, products or supplies from emerging-market suppliers; or,
- facing competition from emerging-market multinationals

RSVP: By October 17, 2007 to

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Registration Fees: \$100/person

Workshop Agenda
October 26, 2007
Entering the New Emerging Markets



Complimentary Buffet Breakfast – Provided by the Global Business Center (GBC) and the Center for International Industry Competitiveness (CIIC)

- I. Opening Remarks – *Costas Lake (Director, International Affairs, State of Connecticut, Department of Economic and Community Development)*
- II. The Greater CRIM Markets: China, Russia, India & Mexico, their Business Cultures and Legal Environments – *George T. Haley (Director, CIIC) & Usba C. V. Haley (Director, GBC)*
 - i.) China & East Asia
 - ii.) Russia & Eastern Europe
 - iii.) India & South Asia
 - iv.) Mexico & Latin America
- III. Competitive Issues with EMNCs (Emerging Market Multinational Companies) – *Usba C. V. Haley (Director, GBC)*
 - v.) EMNCs' Decision-making
 - vi.) Speed
 - vii.) Special Information
 - viii.) Relationships
- IV. Exporting, Distribution and the Information Void in China – *George T. Haley (Director, CIIC)*
 - ix.) Market Information
 - x.) Intellectual Property
 - xi.) Infrastructure
 - xii.) Governments and their Interventions

Complimentary Tea/Coffee Break – Provided by the GBC and the CIIC

- V. Participants' Breakout Session, Group Discussion, & Plans of Action