

2011 SAUPO PROGRAM

Symposium on ASIA-USA Partnership Opportunities

Presented by the Asia Studies Program of Kennesaw State University

April 8, 2011, Friday

W Atlanta – Midtown

Welcome to Atlanta for the 2011 Symposium on ASIA-USA Partnership Opportunities (SAUPO)! SAUPO presents a global platform of five-way dialogue among diplomats, policymakers, corporate managers, non-profit practitioners and scholars. It highlights partnership opportunities between the United States and important Asian countries, specifically China, India, Japan and Korea. True to its primary goal, this symposium promotes interdisciplinary exchanges in business, education, humanities, social sciences, and technology. The international panels and speakers represent a range of viewpoints shaped by different cultures, business practices, languages, geography, and government policies. SAUPO strives to provide attendees with expert insights from government officials, university professors, and corporate and non-profit organizations who address critical issues and strategies related to the businesses and communities they serve in Asia and the United States in the era of globalization.

Thank you for attending the 2011 Symposium on ASIA-USA Partnership Opportunities, a premier global conference in Atlanta!

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Ms. Lisa Bauer, Program production
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Mr. Marlon Li, Logo design

Program at a Glance

8:00 - 8:30 am	Registration and Tea/Coffee KSU String Quartet Performance
8:30 - 9:00 am	Welcome and Opening Remarks (Studio I)
9:00 -10:15 am	Global Leaders Dialogue on Asian Investment in the USA (Studio I)
10:15 -10:30 am	Coffee/Tea Networking and Company Booth Visit
10:30 -11:45 am	Global Leaders Dialogue on American Investment in Asia (Studio I)
11:50am - 1:25pm	Networking Lunch
1:30 - 2:45 pm	Concurrent Sessions I Panel IA: Attracting Asian Investment to the USA (Studio I) Panel IB: Marketing in Foreign Cultures (Industry II) Panel IC: Economic Outlook of Asia (Focus)
2:45 - 3:00 pm	Coffee/Tea Networking and Company Booth Visit
3:00 - 4:10 pm	Concurrent Sessions II Panel IIA: ASIA-USA Partnership Strategies (Studio I) Panel IIB: Achieving Intercultural Competencies (Industry II) Panel IIC: Educating Next Generation Americans on Asia (Focus)
4:20 pm – 5:00 pm	Over the Top: Emerging Markets’ Impact on the U.S. Economy (Studio I)
5:00 - 5:30 pm	Keynote Speaker: Mr. Patrick Santillo , Regional Director, Asia/Pacific, U.S. Commercial Service, U.S. Department of Commerce
5:30 - 6:30 pm	Cocktail Hour: Social Networking Opportunities (A-Way)

2011 SAUPO PROGRAM DETAILS

**8:00 am - 8:30 am Registration and Tea/Coffee
KSU String Quartet Performance**

8:30 am - 9:00 am Welcome and Opening Remarks (Studio I)

Dr. May Gao, Chair, SAUPO Planning Committee, Associate Professor of Communication, Asian Studies Program Coordinator, Kennesaw State University
Dr. Richard Vengroff, Dean of the College of Humanities and Social Sciences, Kennesaw State University
Dr. Ashok Roy, Assistant Vice President of Financial Services, KENNESAW State University
Consul Jooyoung Byun, the Consulate General of the Republic of Korea in Atlanta

9:00 am -10:15 am Global Leaders Dialogue on Asian Investment in USA (Studio I)

Moderator: Ms. Colleen McEdwards, Anchor, CNN International (World Business Today)

Speakers:

Mr. Sandeep Dadlani, Vice President, Infosys Technologies Ltd. (India)
Mr. Alex Gregory, President and CEO, YKK Corporation of America (Japan)
Mr. Tae In Kim, President, Hyosung Motors America, Inc. (Korea)
Mr. Henry Yu, President, Shanghai Bosun Capital Advisors (China)

Respondent: Dr. May Gao, Associate Professor of Communication, Asian Studies Program Coordinator, Kennesaw State University

10:15 am - 10:30 am Coffee/Tea Networking and Company Booth Visit

10:30 am -11:45 am Global Leaders Dialogue on Foreign Direct Investment in Asia (Studio I)

Moderator: Dr. Ashok Roy, Assistant Vice President of Financial Services, Kennesaw State University

Speakers

Dr. John Endicott, President, Woosong University (Korea)
Mr. Roger Neuenschwander, President, tvsdesign (USA)
Ms. Xianqin (Lisa) Wallace, UPS Corporate Marketing Manager (USA)
Mr. Jorge Fernandez, Vice President, Global Commerce, Metro Atlanta Chamber of Commerce

11:50 am - 1:25 pm Networking Lunch (Spice Market)

1:30 pm - 2:45 pm Concurrent Sessions I

Panel IA: Attracting Asian Investment to the USA (Studio I)

Panel IB: Marketing in Foreign Cultures (Industry II)

Panel IC: Economic Outlook of Asia (Focus)

Panel IA: Attracting Asian Investment to the USA (Studio I)

Moderator: Mr. James Hoadley, Associate Director of Georgia Tech CIBER

Panelists and Topics:

TOTO USA's Business Success in the U.S.

Mr. William L. Strang, Senior Vice President of Operations, TOTO USA

Growing Business in the USA by the "Reversed Outsourcing Model"

Ms. Kanchana Raman, President and CEO (Founder), Avion Systems

Korean Investment in Georgia and Its Future Trends

Mr. Jay Eun, President of the Korean-American Association of Georgia, President of Golden Stella, Inc.

EB5 and Other Strategies to Attract Asian Investment to the U.S.

Mr. Adel Elmankabady, Principal and CMO, Georgia Center for Foreign Investment and Development

Panel IB: Marketing in Foreign Cultures (Industry II)

Moderator: Dr. Penelope Prime, Director, China Research Center; Professor of Economics, Mercer University

Panelists and Topics:

Marketing Foreign Products in the Chinese Market

Dr. Hongmei Li, Assistant Professor of Communication, Georgia State University

Re-narrativizing Chinese History and Culture: An Analysis of China Central Television's Presentation of the Opening Ceremony of the 2008 Olympic Summer Games in Beijing

Mr. James R. Schiffman, Chief Copy Editor, CNN International

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Dr. Elyria Kemp, Assistant Professor of Marketing, McCoy College of Business Administration, Texas State University at San Marcos

Dr. Chinna Natesan, Associate Professor of Marketing, McCoy College of Business Administration, Texas State University at San Marcos

Dr. Aberdeen Leila Borders, Associate Professor of Marketing and Professional Sales, Coles College of Business, Kennesaw State University

Gender and Marketing: Female Economic Return on Investment Anchored in Physical Attractiveness and Beauty Enhancement Spending Levels

Dr. Bernadette Duychak, Dr. George Duychak, Duychak Consulting

Panel IC: Economic Outlook of Asia (Focus)

Moderator: Dr. Ilan Alon, Cornell Chair of International Business and Director of The China Center at Rollins College, Visiting Scholar and Asia Fellow at Harvard University

Panelists and Topics:

Indian Economy and Its Contribution to the World

Mr. C. N. (Madhu) Madhusudan, Founder and CEO, VectorSpan Inc.

How China's US Dollar Surplus Can Be Better Used: For the Benefit of Both Nations

Mr. Jeffrey L. Schulte, Senior Partner and Co-chair of China Practice, Morris, Manning & Martin

Economic Outlook of India: How You Can Participate

Mr. Ani Agnihotri, President and CEO, IIIrd Millennium Technologies; USA India Business Summit

Understanding Export Advantage of Advanced Service Industry in China: A Case Study of Software Industry

Dr. Yejing Huang, Institute of World Economy, Shanghai Academy of Social Sciences (China)

Respondent: Mr. Vikram Das, Senior Manager, Audit Services, Grant Thornton

2:45 pm - 3:00 pm Coffee/Tea Networking and Company Booth Visit

3:00 pm - 4:10 pm Concurrent Sessions II

Panel IIA: ASIA-USA Partnership Strategies (Studio I)

Panel IIB: Achieving Intercultural Competencies (Industry II)

Panel IIC: Educating Next Generation Americans on Asia (Focus)

Panel IIA: ASIA-USA Partnership Strategies (Studio I)

Moderator: Dr. John McIntyre, Professor of Management and International Affairs, Executive Director, Georgia Tech CIBER, College of Management

Panelists and Topics:

LS Cable & System's Growth in the U.S.

Dr. Chang-Hee Choi, President of LS Cable & System of America (Korea)

Japanese Investment in Georgia: Opportunities and Challenges

Mr. Yoshi Domoto, Executive Director, The Japan-America Society of Georgia

Doing business with Korean companies in U.S.A.

Ms. Yonni Kim, Arnall Golden Gregory, LLP.

How to Navigate in the American Political and Legal System for Your Business

Ms. Guanmin Fang, Attorney, Womble Carlyle Sandridge & Rice, PLLC.

Panel IIB: Achieving Intercultural Competencies (Industry II)

Moderator: Dr. Mark Mendenhall, International Human Resource Management, University of Tennessee; Partner, Kozai Group, Inc.

Panelists and Topics:

A Practical Approach to Developing Global Leadership Competencies in Asian Managers

Dr. Mark E. Mendenhall, University of Tennessee, Chattanooga and The Kozai Group, Inc.

The Globalization of Amway: How Cultural Education in a Company Founded on the "American Way" is Helping it Thrive in China

Dr. Scott Hammond, Associate Professor of Business Management, Utah Valley State University

West and East in Organizational Communication

Ms. Yili Li, Department of Communication, Ball State University

Intercultural Communication Competencies for Managing Conflict in Asia-USA Relationships

Dr. Deanna Womack, Professor of Communication, Kennesaw State University

Respondent: Dr. Kim D. Reimann, Director, Asian Studies Center, Georgia State University

Panel IIC: Educating Next Generation Americans on Asia (Focus)
Sponsored by Bagwell College of Education, Kennesaw State University

Moderators: **Dr. Guichun Zong**, Associate Professor of Education; **Dr. Sarasij Majumder**, Assistant Professor of Asian Studies and Anthropology, Kennesaw State University

Panelists and Topics:

Innovation and Education in Japan

Dr. Atsushi Yoshikawa, Professor (Visiting), Tokyo Institute of Technology (Japan), Corporate Officer and Chief Researcher, Japan Institute for Educational Measurement

Lessons Learned from an International Teaching Partnership between KSU and Korea

Dr. Sandra Bryan, Global Learning Coordinator for the Bagwell College of Education, Kennesaw State University

Dr. Changnam Lee, Associate Professor of Special Education, Bagwell College of Education, Kennesaw State University; Assisted with Teacher Candidates from Bagwell College of Education, Kennesaw State University

Global Health and Sustainable Development Partnerships: Opportunities for Multi-sector Stakeholders

Dr. Mei-Ling T. Wang, University of the Sciences in Philadelphia

Confucius Institute's Strategy of Educating Young Americans on China

Mr. Ken Jin, Director, Confucius Institute at Kennesaw State University

Respondent: **Dr. Sung Choon Park**, Assistant Professor, Ethics Education Department, College of Education, Seoul National University

4:20 pm – 5:00 pm: Over the Top: Emerging Markets' Impact on U.S. Economy (Studio I)

Moderator: **Dr. Wesley Johnston**, Professor of Marketing and Executive Director of Center for Business and Industrial Marketing, Georgia State University

Dr. Jagdish Sheth, Charles H. Kellstadt Professor of Marketing, Emory University, Founder and Chairman, India China America Institute

Dr. Ilan Alon, Cornell Chair of International Business and Director of The China Center at Rollins College, Visiting Scholar and Asia Fellow at Harvard University

5:00 pm – 5:30 pm: Keynote Speaker: Mr. Patrick Santillo
Regional Director, Asia/Pacific, U.S. Commercial Service, U.S. Department of Commerce

5:30 pm - 6:30 pm: Cocktail Hour: Social Networking Opportunities (A-Way)