



28th Annual

World Trade Week 2004

HONORS ASEAN



Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Philippines, Myanmar, Singapore, Thailand, Vietnam

Calendar of Events

May 20, 2004

8:00am - 4:30pm US/KS DOING BUSINESS WITH ASEAN Regional Trade Conference & Luncheon

Mayor's Welcome. ASEAN Ambassadors & Trade Delegation presentations; Kansas company case studies of Export Success & Strategies; Trade Specialists from KDOC and USDOC share expertise on Doing Business with ASEAN.US-ASEAN 2003 investment \$100 billion & trade \$125 billion. Asia, including ASEAN is the largest market for Kansas exports of \$1.5 Billion shared by nearly 300 firms. Unique opportunity to network with 22 visiting dignitaries from ASEAN 10 countries & exporting/importing counterparts.

6:00pm - 9:30pm WTW 2004 HONORS ASEAN RECEPTION/BANQUET

ASEAN Chair Ambassador's Keynote Address; Featured Addresses; Social & Reception provides opportunity to network with ASEAN 10 country Ambassadors & 12 Ministers [Trade & Investment]; Governor's World Trade Week Proclamation; Greetings from KS-US Senators, Recognition of Export Achievement Award Scholarship/Internship winners & Door Prizes

May 10-21 Passport-to-ASEAN: Art, Culture & Video Exhibition, WSU Museum of Anthropology

May 19 & 21 ASEAN Delegation visit area industries and Wichita MNCs doing business with ASEAN



NEW BUSINESS OPPORTUNITIES WITH ASEAN

RSVP: Please see details inside for both ASEAN Day Conference & Banquet Events - Reservations deadline May 15.

“Doing Business with ASEAN – USA/KS Trade Prospects”

Agenda - Regional Trade Conference & Luncheon

Date: Thursday May 20, 2004 **Place:** Olive Tree Banquet Hall **Cost:** \$95.00
 2949 N. Rock Road, Wichita

7:45 am Registration: Continental Breakfast, Coffee/Tea and Croissants

8:10 am Introductions: *Dr. Dharma deSilva, Chair, World Trade Council of Wichita, Inc.*

Welcome World Trade Week ASEAN Proclamation, *Hon'ble Carlos Mayans, Mayor of Wichita*

Greetings by ASEAN Chair, *H.E. Chan Heng Chee, Ambassador of Singapore, ASEAN Washington Committee*

8:45 am Recent Developments in the ASEAN-US Business Relations & Opportunities

Mr. Kevin R. Boyd, Director, ASEAN Affairs, U.S. Department of Commerce, Washington DC

9:10 am ASEAN Ambassadors' Greetings:

ASEAN Country Perspectives on Business Relations & Prospects Presented by:



Brunei Darussalam

H.E. Pengiran Anak Dato Puteh, Ambassador



Cambodia

H.E. Roland Eng, Ambassador



Indonesia

H.E. Soemadi D. M. Brotodiningrat, Ambassador



Laos

H.E. Phanthong Phommahaxay, Ambassador



Malaysia

H.E. Dato Ghazzali Sheikh Abdul Khalid, Ambassador



Myanmar

H.E. U. Linn Myaing, Ambassador



Philippines

H.E. Albert F. Del Rosario, Ambassador



Singapore

H.E. Chan Heng Chee, Ambassador



Thailand

H.E. Sakthip Krairiksh, Ambassador



Vietnam

H.E. Nguyen Tam Chien, Ambassador

Accompanying Delegates: *First Secretary Chivy Li, Singapore; Minister-Counselor Wong Seng Foo, Malaysia; Charge d' Affaires Chirachai Punkrasin, First Secretary Teerada Kerdsuwan, Thai Trade Center Director Piamol Charoenpao, Economic Counselor Vasana Mututanont, Thailand; Commercial Counselor Nguyen Duy Khien, Economic Counselor Vu Quang Minh, Commercial Attaché Tran Duy Dong, Vietnam; First Secretary Bounneme Chouanghom, Laos; First Secretary Joselito Jimeno, Philippines; Second Secretary Zurri Sani & Second Secretary Megawati Manan, Brunei.*

12:00pm Luncheon at Bistro

1:30 Panel: Doing Business with ASEAN

Tips on Business Travel in ASEAN, Customs, and Cultural Aspects of Business - Airline Representatives invited

Mr. Lebert Shultz, Attorney, Miller & Co. P.C., "Legal Issues in ASEAN-US Trade"

Mr. Douglas McHoney, Director International Tax Services, PricewaterhouseCoopers, "Currency & Tax Issues"

2:15-3:00 Panel: Wichita/Kansas Company Strategy & Success in Doing Business with ASEAN - Aircraft Industry

Bombardier Aerospace/Learjet, Mike Fabey, Vice President; Cessna Aircraft, Mr. Mark Paolucci, Vice President;

Raytheon Aircraft, Mr. Ted Farid, Vice President

3:00 Break

3:15-4:00 Panel: Wichita/Kansas International Business Operations with ASEAN: Case Studies

Koch Industries, Mr. J.E. 'Woody' Swain, Vice President Int'l; Pioneer Balloon Company, Mr. Ted J. Vlamis, Vice President Int'l; LSI Logic Inc., Mr. John Ast, Director Operations; Bradbury Group, Mr. David Cox, COO; Tramco, Inc., Mr. Leon Trammell, CEO/President; Black & Veatch, Mr. Bob Riordan, Vice President, Excel/Cargill, Mr. Stan Miller, Vice President.

4:00-4:30pm Panel of Experts in Doing Business with ASEAN - Q & A – Adjourn for individual consultations

Joining Kansas International Trade Resources: Representatives from KDOC, USDOC, US-SBA, KWTC

6:00-6:50pm ASEAN Reception (Day Conference Participants are invited) prior to WTW Honors ASEAN Banquet.

If you & your spouse and/or business associates plan to attend the Banquet & Evening Program, please make reservations early.

WORLD TRADE WEEK 2004 HONORS ASEAN RECEPTION & BANQUET

Thursday, May 20, 2004

Place: Olive Tree Banquet Hall
2949 N. Rock Rd., Wichita

- 6:00 pm Social Hour & Hosted Reception
- 6:50 pm Banquet & California Wine
[Selected American-ASEAN Cuisine Buffet by Olive Tree Restaurant]
- 7:45 pm Presiding & Introductions: *Dr. Dharma deSilva, Professor & Director, CIBA; Chair, World Trade Council of Wichita, Inc.*
- 7:50 pm Greetings from Senator Pat Roberts, Senator Sam Brownback & U.S. Representative Todd Tiahrt
- 8:00 pm Kansas Governor Kathleen Sebelius World Trade Week Proclamation
- 8:10 pm Recognition of Export Achievement & Scholarship/Internship Winners
Mr. John Ast, Operations Director & Site Manager, LSI Logic Inc. Vice Chair, WTC
Mr. Mark Paolucci, Vice President International, Cessna Aircraft Co. Vice Chair, WTC
Mr. Dan Meyer, Partner Grant Thornton. L.L.P. Chair Export Achievement Award,
Dr. John Beehler, Dean, Barton School of Business. Wichita State University
- 8:20 pm Keynote Address – *H. E. Chan Heng Chee, Ambassador of Singapore, Chair ASEAN/AWC*
ASEAN Ambassadors Extend Greetings:
H.E. Pengiran Anak Dato Puteh, Ambassador of Brunei Darussalam; H.E. Roland Eng, Ambassador of Cambodia; H.E. Soemadi D M Brotodiningrat, Ambassador of Indonesia; H.E. Phanthong Phommahaxay, Ambassador of Laos; H.E. Ghazzali Sheikh Abdul Khalid, Ambassador of Malaysia; H.E. U Linn Myaing, Ambassador of Myanmar; H.E. Albert F Del Rosario, Ambassador of the Philippines; H.E. Sakthip Krairiksh, Ambassador of Thailand; H.E. Nguyen Tam Chien, Ambassador of Vietnam;

Accompanying ASEAN Delegates: *First Secretary Chivy Li, Singapore; Minister-Counselor Wong Seng Foo, Malaysia; Charge d' Affaires Chirachai Punkrasin, First Secretary Teerada Kerdsuwan, Thai Trade Center Director Piramol Charoenpao, Economic Counselor Vasana Mututanont, Thailand; Commercial Counselor Nguyen Duy Khien, Economic Counselor Vu Quang Minh, Commercial Attaché Tran Duy Dong, Vietnam; First Secretary Bounneme Chouanghom, Laos; First Secretary Joselito Jimeno, Philippines; Second Secretary Zurri Sani & Second Secretary Megawati Manan, Brunei.*

- 9:15 pm Vote of Thanks
Mr. Gary Allerheiligen, Chairman of the Board, Wichita Area Chamber of Commerce
- 9:30 pm Presentation of Souvenirs/Door Prizes – Adjournment – ASEAN country individual consultations

Very Important - SPACE IS LIMITED. Register early for both Trade Conference & Banquet. All reservations due with payment by May 15.
Reservations not canceled 48 hours in advance (Tel: 978-3176 or Fax: 978-3698) are billed.
Door Prizes at Banquet – ASEAN Airlines (Invited) & Country Souvenirs

RSVP: Please MAIL Reservations with Payment before May 15, 2004 to:
World Trade Council of Wichita, Inc.
CIBA/Barton School of Business, CH Rm. 034, 1845 N. Fairmount
WICHITA STATE UNIVERSITY, WICHITA KS 67260-0088

Check enclosed for \$ _____

1. Please make _____ Reservations for **Day US/KS – ASEAN Trade Conference & Luncheon @ \$95.00 per person**
Name(s): _____ E-mail: _____
Company(s) _____ Tel: _____

2. Please make _____ Reservations for **ASEAN WTW RECEPTION & BANQUET @ \$25 Members _____ \$30 Non-Members**
[Walk-ins @ \$35.]
Name(s) _____ E-mail: _____
Name(s) _____ E-mail: _____
Company(s) _____ Tel: _____

Hotel reservations at special rates, call Michelle Stein (316-651-0333) Marriott Wichita or Haydee (316-634-2303) Northrock Suites



28th Annual **WORLD TRADE WEEK 2004 HONORS ASEAN**

May 20, 2004

8:00AM - 4:30PM USA/KANSAS-ASEAN REGIONAL TRADE CONFERENCE & LUNCHEON DOING BUSINESS WITH ASEAN – TRADE PROSPECTS

The day conference provides unique opportunities to network, learn about trade prospects and discuss specific issues facing US firms doing business with ASEAN, e.g. Sales & Distribution Operations, Treatment of E-commerce; Customs/Duties. ASEAN documentation, Choice of Entry, Jt-Ventures, Offset, Supply Chain Partners, Transfer Pricing, Legal, Accounting/Auditing Aspects, Foreign Exchange Translations, & Pricing Issues, Tax Minimizing Strategies, Repatriating Earnings, Double Taxation & other issues in US/Kansas – ASEAN Trade.

6:00PM - 9:30PM WORLD TRADE WEEK HONORS ASEAN RECEPTION & BANQUET

Reservation Deadline May 15, 2004

Very Important - SPACE IS LIMITED. Register early for both Trade Conference & Banquet.

Register Early – T: 316-978-3176, F: 316-978-3698, E: wtc.ciba@wichita.edu, Web: www.wtc.wichita.edu

Sponsors

World Trade Week Honors ASEAN 2004 is sponsored by the World Trade Council of Wichita, Inc. affiliated with The Chamber & WSU Center for International Business Advancement and co-sponsored by CIBA-USED/BIE Project, and:

- ASEAN Committee Washington DC
- Int'l Business Studies Assoc. (IBSA-WSU)
- Kansas Department of Commerce
- Kansas Int'l Trade Coordinating Com.
- Kansas World Trade Center
- KU Center for International Business Education and Research (CIBER)
- Mid-America District Export Council
- U.S. Dept. of Commerce (Wichita)
- U.S. Small Business Administration
- Wichita Committee on Foreign Relations
- Embassies of
 - Brunei Darussalam
 - Cambodia
 - Indonesia
 - Laos
 - Malaysia
 - Myanmar
 - Philippines
 - Singapore
 - Thailand
 - Vietnam

Patrons

- Biggs Wilkerson, L.C.
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- Cessna Finance Corporation
- Excel Corporation/Cargill Inc.
- Grant Thornton, L.L.P.
- INTRUST Bank
- Kansas University CIBER
- Klenda, Mitchell, Austerman and Zuercher, L.L.C.
- LSI Logic, Inc.
- Pioneer Balloon Company
- Raytheon Aircraft Company
- Tramco, Inc.
- York International UPG

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Center for International Business Advancement
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Announcing May 20th

World Trade Week Honors ASEAN

8:00am – 4:30pm – Doing Business with ASEAN Trade Conference & Luncheon

6:00 – 9:30pm – World Trade Week Honors ASEAN Reception & Banquet

Registration deadline May 15

Venue: Olive Tree Banquet Hall, Wichita

Please circulate among Business Associates

Printed by Valley Offset Printing, Inc.

Passport-to-ASEAN 10

Art & Culture, Poster & Video Exhibition

May 10-21, 2004

Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Philippines, Myanmar, Singapore, Thailand, Vietnam



Lowell D. Holmes Museum of Anthropology, Neff Hall, Wichita State University
Admission Free

ASEAN Ambassadors Extend Greetings to:

World Trade Council of Wichita 28th Annual World Trade Week Honors ASEAN – May 20, 2004

“Doing Business with ASEAN – USA/KS Trade Prospects” and ASEAN Reception & Banquet

Center for International Business Advancement [CIBA]

Barton School of Business, Wichita State University, Wichita, KS 67260-0088 Tel :316-978-3176 Fax: 978-3698 www.wtc.wichita.edu e-mail: wtc.ciba@wichita.edu



*H.E. Pengiran Anak Dato
Puteh, Ambassador*

Brunei Darussalam



*H.E. Roland Eng,
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Cambodia



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Charge d' Affaires*

Thailand



*H.E. Nguyen Tam Chien,
Ambassador*

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