



30th Annual World Trade Week 2006 Honors The European Union²⁵

May 18, 2006



Doing Business with The EU²⁵ - Trade Conference

Featuring EU Trade Panels, Country Briefings/Consultations & Lunch Keynote Speaker
and VIP Reception, Banquet & Keynote Speaker EU Presidency

Location: Wichita Marriott

See p. 2 for details & p. 4 for Registration

May 19 & 20, 2006



Internationalization of Business School Curricula

New Developments in Core Areas of Undergraduate & Graduate Programs with Global Competitive Perspectives

Featuring Symposium & Workshops in AACSB Core and Functional Areas

Conducted by 28 Leading Professors and Textbook Authors

Sponsored by 21 US Dept. of Education-funded CIBERs & BIEs

Location: WSU Marcus Welcome Center, Devlin Hall

See p.3 & p.6 for details & p.4 for Registration

Doing Business with The EU²⁵ - Trade Conference

Thursday May 18, 2006

Wichita Marriott

Cost: \$50



- 7:30am REGISTRATION - Continental Breakfast (Marriott Atrium)
- 8:00 INTRODUCTIONS - Dr. Dharma deSilva, Chair, WTC
WELCOME & World Trade Week Proclamation
Honorable Carlos Mayans, Mayor, City of Wichita
Honorable Dr. Robert Zischg, EU Presidency, Austria
- 8:15 USA - EU25 TRADE PARTNERSHIP
Honorable Eric Stewart, Deputy Assistant Secretary, Europe, USDOC Washington, D.C.
- 8:40 PANEL I - **Doing Business with Austria; Belgium; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany** Chair Mark Paolucci & Panel of Country Delegates*
- 10:00 BREAK
- 10:15 PANEL II - **Doing Business with Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Luxembourg; Malta; The Netherlands** Chair David Glassner & Panel of Country Delegates*
- 11:45 LUNCHEON- Keynote Address
Mr. Peter Berz, Deputy Head of Delegation's Trade Section, European Commission in Washington D.C.
- 1:20pm PANEL III - **Doing Business with Poland; Portugal; Slovakia; Slovenia; Spain; Sweden; United Kingdom**
*Chair David Glassner & Panel of Country Delegates**
- 2:30 PANEL IV - **International Business Strategy & Success of Wichita MNC's in The EU25**
Chair Woody Swain, Executives from Koch/Inovista; Cargill; Raytheon Aircraft; Cessna Aircraft; LSI Logic/ Engenio Storage Group; AirBus N.A; Bombardier Aerospace/Learjet; and Spirit AeroSystems.
- 3:45 Break-out Sessions for Country Consultations & Individual Meetings
Coordinated by WTC executive board member companies
- 5:30 ADJOURN

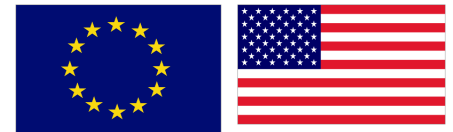
* Country presentations & delegates TBA, their bios and trade/investment literature will be made available at the conference registration

30th Annual World Trade Week Honors EU²⁵ VIP Reception & Banquet

Thursday May 18, 2006

Wichita Marriott

Cost: \$40



- 6:00pm Hosted VIP Reception - Hors d' Oeuvres, EU Country Beers & Wines
- 7:10 Banquet & Wines (Ballroom)
Presiding Dr. Dharma deSilva, Chair, WTC
Introduction of EU Ambassadors, Consuls General, Trade Commissioners & Patrons
Mr. Mark Paolucci & Mr. David Glassner
- 8:00 EU²⁵ - USA WORLD'S LARGEST TRADE & INVESTMENT PARTNERSHIP
Kansas Governor's World Trade Week Proclamation & Messages by US Senators & Representatives
Special Remarks: *Mr. Peter Berz, Deputy Head of Delegations Trade Section, European Commission in Washington D.C.*
Honorable Eric Stewart, Deputy Assistant Secretary Europe, USDOC Washington, D.C.
Ms. Gudrun Hager, Austrian Trade Commissioner
Keynote Address: **"The European Union: Moving Towards a United States of Europe?"**
Honorable Dr. Robert Zischg, EU Presidency, Austria
- 9:00 International Business Excellence Award & Recognition of Scholar/Interns
Mr. Dan Meyer and Dr. John Beehler
- 9:15 Vote of Thanks & Door Prizes - Adjourn for Individual Consultations

Register early for either or both programs by May 12. Special rates are available at Wichita Marriott and American Airlines code #A9456AJ

Internationalization of Business School Curricula Symposium & Workshops

[Held in conjunction with EU25 Trade Conference & Banquet, since EU is a teaching module in Economics & Business textbooks, university faculty/student exchanges & research linkages]

Friday May 19, 2006

Cost \$195 [Meals & Materials]



Venue: WSU Marcus Welcome Center, Devlin Hall, Olive Tree Banquet [See Map]

- 7:30 am **REGISTRATION - Continental Breakfast - Textbook Publishers Exhibit**
- 8:15 **WELCOME - Dr. Donald Beggs, President, WSU**
SYMPOSIUM - Introductions Dr. Dharma deSilva, WSU Professor & Director CIBA-USED/BIE Project
- 8:30 **Role & Function of AACSB: Approaches, Strategies & Programs to Enhance Business Curricula with Global Perspectives**
 Dr. Jerry Trapnell, E.V.P. & Chief Accreditation Officer, AACSB – Chair: Dr. John Beehler, Dean Barton School of Business, WSU
- 9:00 **The Federal Role in International Business Education, Grants & Programs - USED Washington DC, CIBER & BIE**
- 9:30 **Panel "Management Education: Gordon-Howell to Porter-McKibbin Reports - Historical Perspectives & Future Imperatives"**
 Dr. Dale Flesher, U of Mississippi, Dr. Jerry Trapnell. Panelists Dr. Ben Kedia, Dr. Randy Folks and Dr. Arvind Phatak
- 10:20 **Transitioning to a New Teaching Context - Introduction by Dr. Jeffrey Strauss [Northwestern, Michigan & DePaul industry-academic team]**
- 10:30 **BREAK- Networking & Textbook Publishers Exhibits**
- 10:45 **"Competitiveness of the Global Aircraft Industry" Senior Executive Panel of Wichita's Air Capital Firms**
 Mr. Roger Whyte, Cessna, Aircraft; Mr. Ted Farid, Raytheon Aircraft; Mr. Kevin Polian, Bombardier Aerospace/Learjet;
 Mr. John O'Leary, Airbus North America; Ms. Marci Johnson, Spirit AeroSystems
- 12:00pm **Luncheon Keynote Address - Pizza Hut Entrepreneurial Founders Story** Messrs Frank & Dan Carney - Chair, Professor Fran Jabara
- 1:30-4:15 **Concurrent Workshops**

New Developments in Core Areas of Undergraduate & Graduate Programs with Global Perspectives to meet AACSB Guidelines

A	WORKSHOP: Management, OB & HRM and International Management in Majors/Concentrations <i>Leaders: Dr. Fred Luthans, U of Nebraska; Dr Arvind Phatak, CIBER Temple U; Dr. Linda Ferrell, U Wyoming</i>
B	WORKSHOP: Marketing & Consumer Behavior and International Marketing in Majors/Concentrations <i>Leaders: Dr. Vern Terpstra, U Michigan; Dr. Subhash Jain, CIBER U Connecticut; Dr. O.C. Ferrell, U Wyoming</i>
C	WORKSHOP: Finance & International Finance in Majors/Concentrations <i>Leaders: Dr. Raj Aggarwal, Kent U; Dr. Julian Gasper, CIBER Texas A&M; Dr. Randy Folks, CIBER U S Carolina; Dr. Chris Anderson, CIBER KU</i>
D	WORKSHOP: Accounting & Taxation Issues and International Accounting in Majors/Concentrations <i>Leaders: Dr. Lee Radebaugh and Dr. Erv Black, CIBER Brigham Young U; Dr. Dale Flesher, U Mississippi</i>
E	WORKSHOP: DS/Operations/Mfg. Mgmt., GSCM, Mgmt. Info. Systems, and in respective Majors/Concentrations <i>Leader: Dr. Christian Albright, CIBER Indiana U; Dr. Prashant Palvia, U North Carolina Greensboro; Dr. John Chenoweth, BIE UW-W</i>
F	WORKSHOP: Entrepreneurship & SME as a core or elective in Majors/Concentrations <i>Leaders Dr. Robert Hisrich, CIBER Thunderbird-TGSIM; Dr. Tim Pett, Wichita State U</i>
G	WORKSHOP: Strategic Management & Business Policy [Capstone course] <i>Leaders: Dr. Ben Kedia, CIBER U Memphis; Dr. Mike Peng, U Texas at Dallas</i>
H	WORKSHOP: Business Environment, Economics, Ethics & Social Responsibility, Legal & Public Policy Issues as core or electives in Majors/Concentrations Dr. Melissa Birch CIBER KU; Dr. Clyde Stoltenberg, CSU Long Beech; Dr. Mark Ballam, CIBER San Diego State U; Dr. O.C. Ferrell, U Wyoming

- 4:30 pm **Site visit to LSI Logic/ENGENIO Storage Group - Global Operations [37th & Rock Rd]**
- 6:15 **Reception & Banquet at Olive Tree Banquet Hall [2949 N. Rock Rd]**
- 8:00 **Banquet Keynote Address - Koch's Philosophy & Practice of Market Based Management and Global Business Strategy**
 Dr. Tony Woodlief, Director MBM Institute, Koch Industries

Saturday May 20, 2006

- 7:30am **Continental Breakfast - Textbook & Publisher Exhibits at Devlin Hall**
- 8:00 **Workshops [cont'd] New Curricula Developments in Undergraduate & Graduate Programs – Integration of Global Perspectives**
 Towards a state-of-the-art AACSB Core-Area Curricula Models, Majors & Components, Courses, Outlines/Syllabi & Resources
- 10:00 **BREAK - Networking & Textbook Publishers Exhibits**
- 10:30 **I WORKSHOP [concluding] The state-of-the-art International Business Curricula Model, Components, Courses & Resources**
 Expertise shared by workshop leaders, authors CIBER & BIE Directors, Dr. Jeffrey Strauss, Dr. Zubair M Mohamed
 Co-Chairs: Dr. Randy Folks & Dr. Dharma deSilva
- 12:30pm **Working Luncheon to collate proceedings of A - I Workshops by Chairs, Workshop Leaders & Coordinators**

RSVP: Register early or before April 28, 2006 - use reservation form on p. 4 for special faculty rates at hotels and America Airlines

Announcing Twin Events Sponsored by Participating US-ED CIBERs & BIEs

[1] Doing Business with The EU²⁵ - Trade Conference

Date: May 18, 2006

Location: Wichita Marriott



Country Panels by EU delegates, Aircraft & Wichita MNCs, Luncheon Keynote, Networking & Individual Consultations

30th Annual World Trade Week Honors EU²⁵ VIP Reception & Banquet

Date: May 19 & 20, 2006

Location: WSU Marcus Welcome Center, Devlin & Clinton Halls

[2] Internationalization of Business School Curricula

Symposium & Workshops in Core Areas to meet AACSB Guidelines
conducted by leading Professors and Textbook Authors, focus on:

- A** Management, Organization Behavior & HRM **B** Marketing & Consumer Behavior **C** Finance **D** Accounting & Taxation
E DS/Operations, Manufacturing, GSCM, MIS **F** Entrepreneurship & SME **G** Strategic Management & Business Policy
H Business Environment, Economics, Ethics & Social Responsibility **I** International Business Model Curricula & Components

New Developments in Core Areas of Undergraduate & Graduate Programs with Global Perspectives



The workshop leaders will share their expertise for two days in faculty focused sessions:

- [1] to demonstrate the relevancy and currency of courses, instructional pedagogies, educational technologies, teaching methodologies, evaluations & assessments, and research vistas to enrich and internationalize the B-School curricula/courses to be consistent with AACSB guidelines.
- [2] to discuss state-of-the-art internationalization efforts, infrastructure, absorptive capacity and strategic decisions imperative to internationalizing the business school curricula/courses.
- [3] to identify current resources – top textbooks, journal articles, cases, software/databases, web sites, simulations/exercises, computer & video technologies and supporting course materials.
- [4] to examine innovative curricula role-models, multi-disciplinary components, new courses, resources and strategies to prepare the next generation of managers to meet the needs of our globally competitive marketplace in today's demanding and ever changing academic environment.

Unique Opportunities & Outcomes: By participating, faculty will interact with the best professors from the best schools and best practices to gain expertise which will enable them to become more confident and effective in developing state-of-the-art curricula & courses, research pursuits and be re-energized to improve student learning in a global context. This is a recipe for improving the quality of the educational experience and delivery system provided by your business school and its impact on the larger business community.

- **Special features:** Executive panel on "Competitiveness of the Global Aircraft Industry"; Luncheon & Banquet keynote addresses by Pizza Hut founders & "Koch's Market Based Management & Global Strategy"; Site-visit to LSI Logic/Engenio IT & Global Operations; networking opportunities with [1] experts and colleagues [2] IB professors, textbook authors & publishers [3] multinational business executives [4] visiting diplomats & trade specialists from EU25 countries/trade agencies. EU25 contacts & conference literature may assist to enrich teaching notes and establish linkages.
- **Registration deadline April 28, see reservation form inside for details of either or both events and contacts for special rates at Wichita Marriott or Northrock Suites and American Airlines STARfile authorization code #A9456A]**

Center for International Business Advancement [CIBA]

World Trade Council of Wichita, Inc.

Barton School of Business, Wichita State University

1845Fairmount, Wichita, KS 67260-0088.



wtc.ciba@wichita.edu, www.wtc.wichita.edu

Inquiries, call CIBA 316- 978-3176



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World Trade Council of Wichita, Inc

Center for International Business Advancement & CIBA-USED/BIE Project



Registration
EU25 Events

Please use this Registration Form and return with payment by check to:

World Trade Council of Wichita, Inc. 
CIBA-USED/BIE Project, Barton School of Business
Wichita State University, 1845 Fairmount, Wichita KS 67260-0088

Please Make _____ Reservations for WTW The EU25 Trade Conference @ \$50
and/or Reception/Banquet @ \$40.00 or both events @ \$90
Company/Group _____ Reservations for Banquet only at special rate of \$300 per table
of 8 members/guests
Check enclosed for \$ _____ Please indicate here _____ if you prefer vegetarian meals
Name[s] _____ Title _____
Company/Agency _____
Address _____
Tel _____ Email _____

RSVP: Register early. EU Events Deadline is May 12, 2006. Cancellations not made by May 15 are billed.

Hotel & Airline Conference Special Rates: Wichita Marriott [contact Nicole or Roberta, 316- 651-0333]
or North Rock Suites [Hydee, 316 634 2303], and American Airlines STARfile Authorization Code
A9456A] 1-800-433-1790 or WSU travel agents John, Laurie or Margo Sunflower Travel, 316-634-1700



Registration
May 19 & 20, 2006

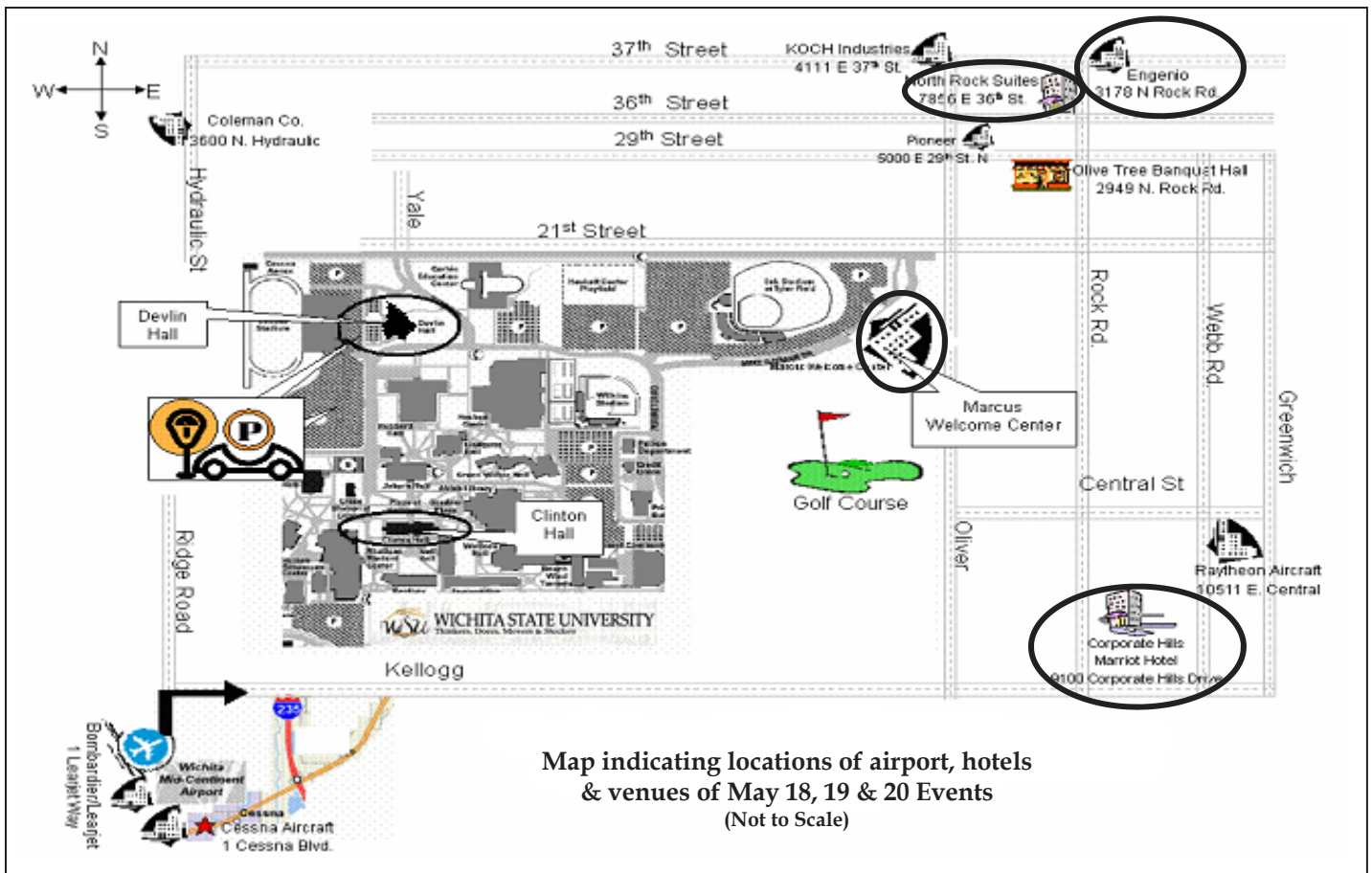
Please copy this Registration Form and return with payment by check to:

World Trade Council of Wichita, Inc. 
CIBA-USED/BIE Project, Barton School of Business
Wichita State University, 1845 Fairmount, Wichita KS 67260-0088

Faculty Member[s] Please Make _____ Reservations for Internationalization B-School Curricula
workshops @ \$195 covers all meals and materials
Faculty Member[s] Please Make _____ Reservations for accompanying EU25 both day & evening
events @ \$80 OR WTW Honors EU25 VIP Reception/Banquet @ \$30
Check enclosed for \$ _____ Please indicate here _____ if you prefer vegetarian meals
Name[s] _____
University/Dept/Center _____ Title _____
Address: _____
Tel _____ Email _____

Indicate Participating Workshop A B C D E F G H and I _____

RSVP: Register early before April 28, on-site registrations are subject to a fee of \$25.



Sponsors World Trade Week Honors The European Union 25

Presented by the World Trade Council of Wichita, Inc., a non-profit-organization affiliated with Wichita Metro Chamber of Commerce & WSU Center for International Business Advancement and co-sponsored by CIBA-USED/BIE Project, EU Presidency Embassies, Consulates General & Trade Commissioners; International Business Studies Students Association (IBSA-WSU); Kansas Department of Commerce; Kansas International Trade Coordinating Council; Kansas World Trade Center; CIBER University of Kansas; U.S. Dept. of Commerce (KC & Wichita); Mid-America DEC; US-SBA; Wichita Committee on Foreign Relations; Wichita Convention & Visitors' Bureau, City of Wichita; Greater Wichita Economic Development Coalition, Sedgwick County, The Wichita Eagle, KMUW, and Wichita Business Journal.



Patrons of WTW Honors EU²⁵ VIP Reception

*Biggs Wilkerson, L.C.
Bombardier Aerospace/Learjet
Cargill Meat Solutions
Cessna Aircraft Company
Cessna Finance Corporation
Commerce Bank; Grant Thornton, LLP;
Greater Wichita Economic Development Coalition; INTRUST Bank;
Kansas World Trade Center,
Klenda, Mitchell, Austerman and Zuercher, L.L.C.
LSI Logic/Engenio Information Technologies; Pioneer Balloon Company
Raytheon Aircraft Company;
Standard Beverage, Dean & DeLuca;
The Coleman Company, Inc.;
Tramco, Inc.; Wichita Marriott.*

Sponsors Internationalization of Business School Curricula Symposium & Workshops

Presented by CIBA-USED/BIE Project, & Barton School of Business, Wichita State University; in sponsorship with CIBER Brigham Young U; CIBER Indiana University; CIBER Michigan State University; CIBER University of Connecticut; CIBER University of Kansas; CIBER University of Memphis; CIBER University of Michigan; CIBER Texas A&M University; CIBER Temple University; CIBER University of South Carolina; CIBER Thunderbird - The Garvin School of International Management, CIBER San Diego State University; University of North Carolina, Charlotte; BIE Kansas State University; BIE Northwestern University; BIE Pittsburg State University; BIE St. Louis University Boeing Institute of International Business; BIE Wayne State University; BIE University Wisconsin - Whitewater; BIE Western Kentucky University.

WSU- CIBA USED/BIE Grant has KS Int'l Trade Research Survey/Questionnaire & Results, country studies/trade resources for reference, Tel:316-978-3176. Visit CIBER Portal www.ciberweb.msu.edu & BIE Portal www.bieportal.net for information on workshops, events, contacts, knowledge sharing, & resources.

WTC - Nonprofit organization is affiliated to Center for International Business Advancement [CIBA] Barton School of Business, WSU & Wichita Metro Chamber