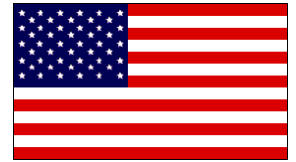




# 34<sup>th</sup> Annual World Trade Week 2010



## Honors ASEAN



Brunei, Indonesia, Malaysia, Philippines, Thailand, Singapore, Vietnam

May 20, 2010

### (1). 8:00am - 4:30pm US/KS DOING BUSINESS WITH ASEAN Regional Trade Conference & Luncheon

*Mayor's Welcome. Country Briefings by ASEAN Ambassadors & Trade Specialists, Wichita Aircraft and Kansas MNC case studies of Export Success & Strategies in Doing Business with ASEAN, along with KDOC, USDOC and trade agency resources available to expand US/Kansas-ASEAN trade. ASEAN's population of 591.8 million houses new big Emerging Markets with a GDP of \$1.5 trillion and total merchandise trade of \$1.7 trillion, FDI of \$60 billion and tourist visitor arrivals of 65 million. The Asia/Pacific region is Kansas' second-largest export market. In 2009, exports to this region were \$2.37 billion (28 percent of total Kansas exports shared by nearly 500 firms). The ASEAN trade conference & luncheon provides a unique opportunity to network with 20 visiting dignitaries from ASEAN countries to expand exports/imports, supply chains, FDI and learn from area firms & experts.*

### (2). 5:45 - 9:00pm WTW HONORS ASEAN VIP RECEPTION & BANQUET

*Social hour & VIP Reception provides opportunity to network with 20 delegates from ASEAN consisting of Ambassadors, Consuls General & Trade Commissioners. Governor's World Trade Week Proclamation; Welcome by Secretary of Commerce, Recognition of visiting dignitaries, ASEAN Chair Malaysian Ambassador's Keynote Address on ASEAN-USA Relations. International Business Excellence Award, Scholarship/Internship winners & Door Prizes.*

**See inside for Program Details & Reservations, Deadline May 17, 2010**



**NEW BUSINESS OPPORTUNITIES WITH ASEAN**



# 34th Annual World Trade Week Honors ASEAN

## “Doing Business with ASEAN” Trade Conference: Opportunities for Kansas/USA Business

**Date:** Thursday May 20, 2010

**Place:** Wichita Marriott  
(Corporate Hills)

**Cost:** \$75.00

7:45am **Registration** - Continental breakfast - Tea/Coffee Croissants

8:15 Introductions - Dr. Dharma deSilva, Chair WTC, Dr. Clyde Stoltenberg [Moderator]

**Welcome & WTW ASEAN Proclamation**, Mayor of City of Wichita, Honorable Carl Brewer  
ASEAN Greetings [Response by ASEAN Chair H.E. Ambassador or CG]

Introduction of ASEAN Delegation by Glenn Penaranda, Chair, ASEAN-TIGC

8:30 **ASEAN Country Briefings – PPT Presentations and ASEAN Resource Specialists**

**Brunei:** H.E. Dato Yusoff Abd Hamid, Ambassador of Brunei Darussalam to USA  
Zuffri Abdul Sani, First Secretary

**Indonesia:** Hon'ble Benny Bahanadewa, Consul General, Consulate General of Indonesia;  
Mr. Gustanto, Minister Counselor, Embassy of Indonesia to USA; Agus Buana, Consul of Economy;  
Hotmida Purba, Director, Indonesia Trade Promotion Center

**Malaysia:** H.E. Dato Seri Dr. Jamaludin Jarjis, Ambassador of Malaysia to USA  
Reta Siluvaimuthu, Director, MIDA; Taufik Anuar Ibrahim, Deputy Director, MIDA

**Philippines:** H.E. Willy C. Gaa, Ambassador of The Philippines to USA  
Hon'ble Leo Herrera-Lim, Consul General, Consulate General of The Philippines  
Glenn Penaranda, Special Trade Representative, PTIC, Chair, ASEAN-TIGC

**Thailand:** H.E. Don Pramudwinai, Ambassador of Thailand to USA, Royal Thai Embassy  
Prapan Disyatat, First Secretary, Royal Thai Embassy; Samornrat Snidvongs Na Ayudhya,  
Trade Commissioner, Thai Trade Center; Chet Hocharoen, Senior Marketing Officer, Thai Trade Center

**Singapore:** Hon'ble Siew Gay Ong, Deputy Chief of Mission, Embassy of Singapore to USA  
Amreeta Eng, Director, International Enterprise Singapore; Clarissa Lim, Director, Spring Singapore;

**Vietnam:** H.E. Le Cong Phung; Ambassador of Vietnam to USA  
Lam Le, Counselor of Economic Affairs, Embassy of Vietnam  
Viet Tran, Commercial Attache, Embassy of Vietnam

12:00pm **Luncheon & Address “USA-ASEAN TRADE PARTNERSHIP”**

Jeffrey Dutton, Director, Office of the Asia-Pacific Basin, US Department of Commerce, Washington DC

1:15 **PANEL 1 - Wichita Agriculture and Agribusiness Trade in ASEAN** - Kansas World Trade  
Center Global Agri-Business Center [Jim Mock, Karyn Page, Shailey Innes]

Agricultural equipment and ethanol ICM Inc. [Eric Mork]

2:00 **PANEL 2 - Wichita Aircraft ASEAN Operations** - The Boeing Company [Samir Sahgal]

Bombardier/Learjet [Mike Fahey], Cessna Aircraft [Roger Whyte], Hawker Beechcraft Corp. [Ted Farid], Spirit  
AeroSystems [Don Blake],

3:00 **PANEL 3 - Wichita MNCs Doing Business with ASEAN** - Koch Industries/INVISTA

[Roger Ramseyer, invited], LSI Corp [Dr. M.K. Jibbe], Pioneer Balloon [Ted Vlamis], TRAMCO [Leon  
Trammell], Greater Wichita Economic Development Coalition [Debra Teufel, invited], Payless [Mike Jeppesen,  
invited], Cargill [Pat Binger, invited], Grant Thornton [Dan Meyer]

4:10 Panel Q & A.

4:30 **Breakout for ASEAN country consultations/individual meetings with speakers/agencies**

5:45 pm **VIP ASEAN Reception** - ASEAN Day Conference participants invited, If you plan to  
join the evening Banquet, please make separate reservations Deadline May 17, 2010

*Please circulate among colleagues & invite business associates to join and to attend ASEAN events*

34th Annual

# World Trade Week Honors ASEAN: VIP Reception & Banquet

Date: Thursday May 20, 2010

Place: Wichita Marriott

Cost: \$35.00 (members)  
\$45 (non-members/walk-ins)

**5:45pm VIP RECEPTION** to welcome and meet ASEAN  
Ambassadors & Dignitaries by City/State Legislators, Chamber  
& Business Leaders [Courtesy WTC Board of Directors & Patrons]  
*Hors d'oeuvres, beverages, wine Dean & DeLuca, Marriott & Standard Beverage Corp*



**6:45 World Trade Week Honors ASEAN, BANQUET**

[Cargill Kansas Prime Rib carving and Wine served]  
Presiding: Dr Dharma deSilva, Director CIBA & Chair WTC

**7:30 Governor's World Trade Week Proclamation & Welcome**

*Hon'ble Bill Thornton, Kansas Secretary of Commerce*

**7:46 Introduction of ASEAN Delegation** By Reta Siluvaimuthu, Director, MIDA

**8:00 Keynote Address on ASEAN-USA Relations**

*H.E. Dato Yusoff Abd Hamid, Ambassador of Brunei to USA,  
Presidency of ASEAN Ambassadors in Washington DC*

**8:40 International Business Excellence Award - Sponsored by Grant Thornton**

*Dan Meyer, Vice Chair, World Trade Council of Wichita*

**8:50 Vote of Thanks & Door Prizes/Souvenirs**

*Gordon Vieth, Vice Chair WTC; Dr. Clyde Stoltenberg, WSU Professor; Roger Hubble, Executive Secretary WTC*

**9:00 Adjournment – ASEAN country individual consultations**

**Reservations Deadline May 17, 2010—Seats are limited . Register to win door prizes!**

**RSVP: Register online and pay online at [wtc.wichita.edu](http://wtc.wichita.edu)**

OR MAIL Reservations with Payment before May 17, 2010 to:

**World Trade Council of Wichita, Inc.**

CIBA/Barton School of Business, CH 034, 1845 Fairmount  
WICHITA STATE UNIVERSITY, WICHITA KS 67260-0088

Check enclosed for \$\_\_\_\_\_ Reservations not cancelled 48 hours in advance are billed Please Check\_\_\_\_\_ Vegetarian

1. Please make \_\_\_\_\_ Reservations for **Day Conference on Doing Business with ASEAN:  
Opportunities for US/Kansas Business & Luncheon @ \$75.00 per person**

Name(s): \_\_\_\_\_ E-mail: \_\_\_\_\_

Compny(s) \_\_\_\_\_ Tel: \_\_\_\_\_


2. Please make \_\_\_\_\_ Reservations for **WTW Honors ASEAN VIP RECEPTION & BANQUET**  
\$35 Members \_\_\_\_\_ \$45 Non-Members/Walk-ins \_\_\_\_\_ Total \$ \_\_\_\_\_

**Company/Group \_\_\_\_\_ Reservations for Banquet only at special rate of \$250 per table for 8 guests**

Name(s) \_\_\_\_\_ E-mail: \_\_\_\_\_

Guest(s) \_\_\_\_\_ E-mail: \_\_\_\_\_

Company(s) \_\_\_\_\_ Tel: \_\_\_\_\_

**World Trade Council of Wichita, Inc.**   
 Center for International Business Advancement [CIBA]  
 Barton School of Business, Wichita State University  
 1845 Fairmount, Wichita KS 67260-0088.  
 wtc.ciba@wichita.edu, www.wtc.wichita.edu  
 Inquiries, call CIBA-WTC 316- 978-3176

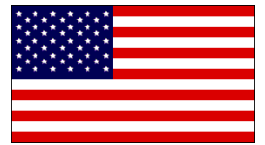
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# 34<sup>th</sup> Annual World Trade Week 2010



Honors **ASEAN**



**(1) May 20, 7:45 am – 4:30 pm**

**Doing Business with ASEAN: Opportunities for US/Kansas Business**

**See Inside for Program Details & Reservations, Deadline May 17.**

**(2) May 20, 5:45 pm – 9:00 pm**

**World Trade Week Honors ASEAN VIP Reception, Banquet & Keynote Address**

**SPONSORS:** World Trade Week Honors ASEAN is presented by World Trade Council of Wichita, CIBA in association with AIESEC-WSU, Kansas World Trade Center, US-SBA, KITCC, WCFR, KU CIBER [Center for International Business Education & Research University of Kansas], U.S. DOC-EAC (Wichita), Wichita Convention-Visitors' Bureau, City of Wichita, The Chamber/GWEDC, Sedgwick County/FTZ., ASEAN-TIGC, Chicago ASEAN Presidency and Embassies. Washington DC  
**VIP RECEPTION PATRONS:** Bombardier/Learjet, Cargill Meat Solutions, Cessna Aircraft Company, Cessna Finance Corp., Commerce Bank, Dean & DeLuca, Grant Thornton LLP, Hawker-Beechcraft Corporation, INTRUST Bank, LSI Corporation, Pioneer Balloon Company, Standard Beverage Corp., The Boeing Company, The Bradbury Company, TRAMCO Inc., Wichita Marriott



Center for International Business Education and Research

