34th Annual World Trade Week 2010
Honors ASEAN

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

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

Date: Thursday May 20, 2010
Place: Wichita Marriott
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 Disyat, 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 Vlamin], 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 Siluvaaimuthu, 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!

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**RSVP:** Register online and pay online at 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:_________________________
   Compyny(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:_________________________

WTC – Non-profit organization is affiliated to Center for International Business Advancement (CIBA) Barton School of Business WSU & Wichita Metro Chamber
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

34th 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