



WORLD TRADE CENTER®  
GREATER PHILADELPHIA



DREXEL UNIVERSITY  
LeBow  
College of Business

10<sup>th</sup> Annual

# Global Business Conference

*Gaining the Global Edge: The Markets, the Strategies for Success*

**Thursday, March 7, 2013**

8:00 a.m. to 2:00 p.m.

Behrakis Grand Hall in the Creese Student Union Complex, Drexel University

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8:00 a.m.     **Registration and Continental Breakfast**

9:00 a.m.     **Welcoming Remarks**

- John A. Fry, *President*, Drexel University
- Linda Mysliwy Conlin, *President*, World Trade Center of Greater Philadelphia

9:45 a.m.     **Mapping Trends in the Global Economy: The Outlook for the U.S. Dollar and the Impact on Your Business**

In today's global market, businesses need to stay abreast of the U.S. dollar and global currency fluctuations. Hear how to navigate these challenges and stay competitive.

- Shaun Osborne, *Chief FX Strategist*, TD Securities

10:15 a.m.    **Break**

10:30 a.m.    **Opening Markets, Generating Exports – New Asian Market Opportunities**

By funding early project planning activities and reverse trade missions, the U.S. Trade and Development Agency (USTDA) links U.S. companies to export opportunities in emerging markets, while creating sustainable infrastructure and economic growth in these markets. In 2011, USTDA - funded activities in the region supported 1.9 billion dollars in U.S. exports of goods and services. Gain market insight and learn strategies to take advantage of growth opportunities in this region.

- Geoffrey Jackson, *Director of Policy and Program, Regional Director for East Asia*, U.S. Trade and Development Agency

11:00 a.m. **Turkey: An Emerging Economy Primed for Technology-Based Growth and Development**

Turkey's economy is growing at an impressive rate of 8.5 percent. The country now represents a one billion dollar export market for companies in the Greater Philadelphia Region. As Turkey looks to the future, a rising generation of young and ambitious technology and business leaders is transforming the country into a vibrant growth enterprise. The private and the public sectors, together with academia and civil society organizations, are now mobilized to live up to the '2023 goals' when the Turkish Republic will mark its centennial celebration, poised to recognize gains in leading technology sectors, including aerospace, energy and health. Are there opportunities for Pennsylvania and New Jersey companies? Yes!

- **Speaker Introduction:** Frank Linnehan, Ph.D., *Interim Dean, Professor of Management, LeBow College of Business, Drexel University*
- Banu Onaral, Ph.D., H.H. *Sun Professor and Director, School of Biomedical Engineering, Science and Health Systems, Drexel University*

11:30 a.m. **Unlocking the Potential of Global Markets – A Panel of Companies Share “Keys” to Success**

- **Moderator:** Ron Drozd, *Manager, Export Services, World Trade Center of Greater Philadelphia*
- Michael Strange, *President, Bassetts Ice Cream*
- Jason Martineau, *National Sales Manager, Penn Stainless Products, Inc.*
- Keith Lutz, *International Business Development Manager, DUNMORE Corporation*

12:15 p.m. **Break**

12:30 p.m. **Luncheon and Keynote Address**

**Introduction of Keynote Speaker:**

- Anthony S. Bartolomeo, *Chairman, World Trade Center of Greater Philadelphia*
- State Senator Mike Brubaker, *PA 36<sup>th</sup> Senatorial District, Senate Chairman of the Bipartisan International Commerce Caucus*

**Keynote Address:**

**Brazil and the United States: Forging a 21st Century Relationship**

- The Honorable Thomas A. Shannon, Jr., *U.S. Ambassador to Brazil*

1:30 p.m. **Closing Remarks and Networking**

2:00 p.m. **Adjourn**