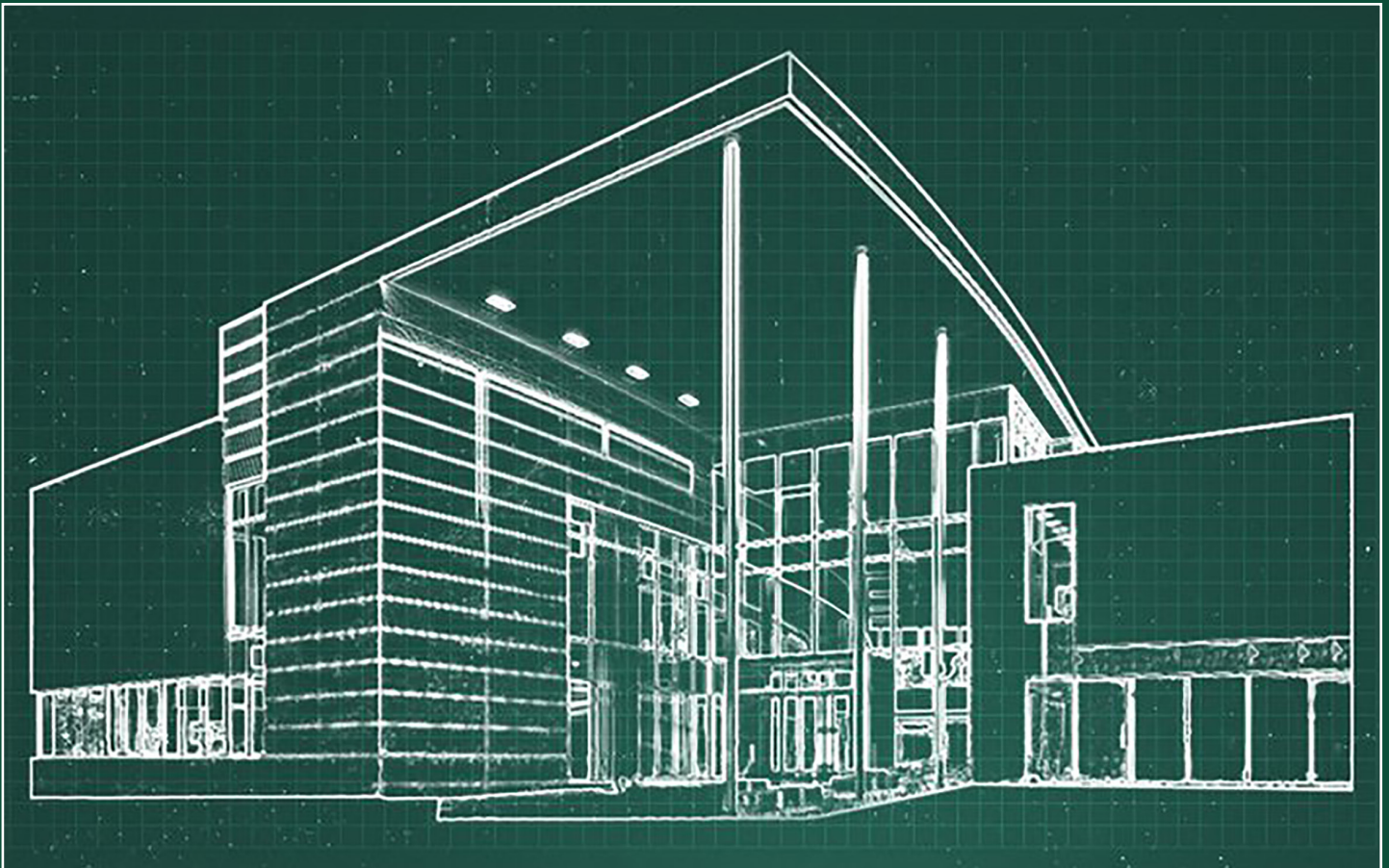


Michigan State University

BROAD COLLEGE OF BUSINESS International Business Center

2017-18
ANNUAL
REPORT



EMPOWER EXTRAORDINARY



IN 2017, Michigan State University made an exciting announcement: together we raised \$1.5 billion in the Empower Extraordinary campaign! This milestone was reached through the combined generosity of alumni and friends, and is already transforming students' lives, increasing research capacity, and attracting the best and brightest to MSU.

As a part of the Empower Extraordinary campaign, in September 2017, MSU had the groundbreaking ceremony on an ultra-modern, \$60 million Business Pavilion that will transform the way students learn. It will add a large-scale pavilion (third building) to the Eli Broad College of Business complex to ensure that the Broad College maintains a competitive edge among the nation's top business schools. The Pavilion is expected to be completed in 2019, ready for fall 2019 classes.

"The pavilion is more than just a building. It will become a notable part of our university's history," said MSU President Lou Anna K. Simon, who spoke at the groundbreaking ceremony. "This will be where Spartans innovate, where our faculty will raise the bar in delivering cutting-edge curricula, and where our culture of entrepreneurial spirit will continue to grow in the years to come."

Below: Dean Sanjay Gupta and President Lou Anna K. Simon.



Sanjay Gupta, the Eli and Edythe L. Broad Dean of the Broad College, said the project has been years in the making and will be unlike any seen in the 73-year history of the business school. "The pavilion will demon-

"The pavilion will demonstrate our position as a top-of-mind leader in business higher education and enhance the student experience."

SANJAY GUPTA,
DEAN OF THE BROAD COLLEGE, MSU

strate our position as a top-of-mind leader in business higher education and enhance the student experience," Gupta said. "Similar to our students, faculty, and staff, this space exemplifies excellence, pride, connectedness, and impact."

Tomas Hult, Byington Endowed Chair, Professor, and Director of IBC, said that "with the Business Pavilion added to the Broad College complex at the same time as the college is implementing a required "global mindset" curriculum for all undergraduate students, the Broad College will continue to be a worldwide leader in international business education for years to come."

INTERNATIONAL INNOVATOR

SINCE his arrival at the Broad College as a faculty member in 2001, Dr. Tomas Hult has both put the college on the global map and shined in research, thought-leadership, international relations, and scholastic achievements. In addition to serving as Director of the International Business Center, Dr. Hult is currently professor of Marketing and Byington Endowed Chair.

In a recent interview, Tomas said: "I like that we are entrenched in almost everything that is going on in Michigan in terms of international trade. For example, the IBC serves as a Regional Export Network for the State of Michigan, overseeing 24 of Michigan's 83 counties. This means that for all the companies going overseas from one of our counties, we are likely to interact with them to advise on strategies to increase their international competitiveness. The IBC provides real value to companies doing business internationally."

"In his generation of marketing scholars, he is by far the eminent voice in both marketing strategy and international marketing."

ROGER CALANTONE,
MSU UNIVERSITY DISTINGUISHED PROFESSOR

Beyond the on-the-ground support the Center provides, Dr. Hult recognizes the critical importance of research to companies' bottom lines, whether they are local or international in scope. Looking back on his career and how his research has evolved, he sees the way that companies' value research as one of the greatest shifts in global business. "In everything I do, I try to have a strong connection to the overall value chain in international business; for example, in

the International Business Center we leverage our expertise across various activities at the university, region, and country levels," Hult said.

Dr. Hult was selected the 2016 AMS/CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science – a recognition for lifetime achievements as the 2016 top marketing professor in the world. "The broad impact his work has on the global community is immense, and we are very proud to have him as a colleague here at the Broad College of Business," said Sanjay Gupta, Eli and Edythe L. Broad Dean. "In his generation of marketing scholars, he is by far the eminent voice in both marketing strategy and international marketing," said Roger Calantone, MSU University Distinguished Professor.

"The broad impact his work has on the global community is immense, and we are very proud to have him as a colleague here at the Broad College of Business."

SANJAY GUPTA,
DEAN OF THE BROAD COLLEGE, MSU

Top: Tomas Hult and Rick Snyder,
Governor of Michigan.

Bottom: Tomas Hult with Tom Izzo,
MSU Men's Basketball Coach.



THE International Business Center was again selected as one of only four locations around the state to host the Michigan Economic Development Corporation's (MEDC) International Trade Services program. As such, IBC is part of the Governor's and State of Michigan's economic development team. As part of Michigan's Regional Export Network (REN), IBC supports and assists companies in international trade, connecting the state's 15,000 companies that engaged internationally to trade services and opportunities.

The IBC also serves the State of Michigan as the official training provider to Michigan's small- and medium-sized enterprises (SMEs) and economic development professionals. These training programs educate the business community on everything from the best global markets for Michigan's agricultural producers to updates on export control reforms. In partnership with MEDC, IBC also conducts the annual survey on the global needs, interests, and opportunities of the state's SMEs.

In 2017, our strategic partner MEDC not only received the President's "E" Award for Export Service (the highest recognition of any U.S. entity for supporting export activity), but also the Small Business Administration's highest State Trade Expansion Program (STEP) award. The strength of this partnership has contributed to over \$600 million in facilitated export sales around the state, and IBC is delighted to serve as a conduit to Michigan's international success.



The Global Business Club of Mid-Michigan

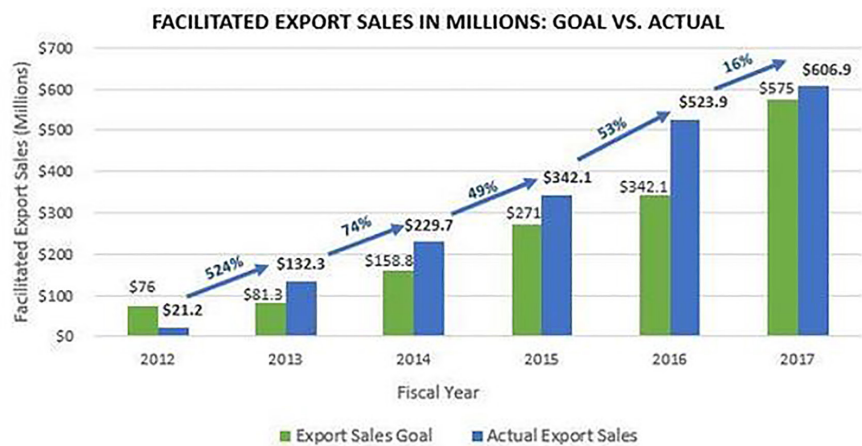
The Global Business Club of Mid-Michigan is dedicated to supporting global business growth tied to Michigan and its diverse corporations.

2017 GBC events and sponsored events included:

- Preparing for Trade Shows & New Client Meetings
- Private Sector Forum on Africa
- The 2017 Brand Protection Summit
- Doing Business with the Chinese
- Selling Online Internationally
- Export Controls & Compliance
- Minimizing Export Risk for Michigan
- Agricultural Exports

For more information:

GBCclub.msu.edu



THE MICHIGAN EXPORT GROWTH PROGRAM (MEGP) has assisted hundreds of Michigan companies to succeed in global markets. Started with a seed grant from the Ford College Community Challenge, the program is currently funded by grants from the Michigan Economic Development Corporation (MEDC) and CIBER. MEGP has now boosted exports of Michigan companies for eight consecutive years.

MEGP helps with job growth and increased sales. In the last year, MEGP has facilitated an estimated \$25 million in new export sales to about 350 new market entries in 23 countries.

For example, MEGP recently assisted a Michigan company that manufactures and sells eco-friendly fashion accessories. Overall, MEGP provides a rich experiential learning environment for students and profitable market opportunities for companies. More on the MEGP program can be found at: global.broad.msu.edu/megp.

"MEGP has allowed me to grow as a professional through communication with clients, organizing team abilities/talents as well as developed my understanding of international business. Being a part of this program for three years has been the best experience to help start my career."

SCOTT SCHWARTZ, ACCOUNTING MAJOR

"I have found that employers love to see the awareness about the world that our research gives us, the collaboration that our projects require, and exposure to working in a professional setting."

AUSTIN WALLACE MCCALL, FINANCE MAJOR

"Working at MEGP for the past 4 years has helped me develop my analytical, professional writing, and communication skills by giving me opportunities to work with industry professionals in addition to my peers. These skills paired with the market research experience helped me secure my internship and full-time job offer in Commercial Banking."

SHIVANI SANKAR, FINANCE MAJOR

"Working at the IBC made huge contributions to my professional and personal growth. The center prepared me for the business world by assigning me projects where I had to learn the supply chain, marketing, and economics of industries in several countries ... the center enhanced my skills in teamwork, communicating, and writing. Best on-campus job ever!"

ADRIANA CAILAO, MARKETING MAJOR



Michigan Export Growth Program team members at work.

AT A GLANCE

INTERNATIONAL BUSINESS CENTER

UPDATED SPRING 2017

WHO WE ARE

The **International Business Center (IBC)** in the Broad College of Business at Michigan State University was designated in 1990 as a National Resource Center by the U.S. Department of Education (i.e., a Center for International Business Education and Research). Our mission is to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international business and trade.

OUR GOAL

The IBC positions the Broad College as the **top knowledge generator in international business research**, guiding MSU's path to thinking globally in more than 170 countries.

Beyond running MSU's international business minor and facilitating a global mindset of all Broad College students, IBC collaborates with Broad College faculty to secure grants for international research and outreach.

OUR MISSION IS TO PROVIDE SUPERIOR EDUCATION, RESEARCH, AND ASSISTANCE ON INTERNATIONAL BUSINESS AND TRADE.

OUR FOCUS

- INTERNATIONAL BUSINESS AND STRATEGY
- GLOBAL SUPPLY CHAIN MANAGEMENT
- INTERNATIONAL MARKETING
- CROSS-CULTURAL KNOWLEDGE
- INTERNATIONAL PUBLIC POLICY
- INTERNATIONAL ECONOMICS

- Serves the State of Michigan as a **Regional Export Network (REN)**, and administers the successful Michigan Export Growth Program that has maximized global trade for more than 2,000 Michigan-based companies.
- Headquarters of the prestigious Academy of International Business, the leading association of scholars and business professionals in international business, with membership in over 90 countries.
- **Hub for integrating services** of the U.S. Department of Commerce, Michigan's District Export Councils, and the international trade services of the Michigan Economic Development Corporation (MEDC).
- **National leader** in faculty development in international business education for community colleges; having trained faculty in 44 states, IBC has benchmarked and impacted most of the nation's 1,200 community colleges.



For more info, visit:

global.broad.msu.edu/ibc



Broad College of Business
MICHIGAN STATE UNIVERSITY

INTERNATIONAL BUSINESS CENTER

WHAT MAKES US DIFFERENT

1 In 1990, the U.S. Department of Education designated the Broad College's IBC as a Center for International Business Education and Research - one of only 17 CIBERs in the United States and the only one in Michigan.

2 IBC's globalEDGE online knowledge resource (globalEDGE.msu.edu) has been the Google top-ranked site for "international business resources" for more than a decade.

CURRENT MEMBERS

Dr. Tomas Hult

Director, International Business Center
Dr. Hult has been IBC's director since 2001. He is Professor and Byington Endowed Chair, and among the most cited scholars in international business in the world. In 2016, he was named the #1 marketing professor worldwide by Academy of Marketing Science.

40+ Team Members

Includes 11 dedicated staff members with PhDs, masters, and/or bachelors/associate degrees and some 30 master and bachelor student interns and assistants.

Corporate Partnerships

The IBC partners with numerous Fortune 500 companies and small- and medium-sized enterprises (SMEs), as well as academic organizations, foundations, and Federal and regional governments. Examples include:

- Chrysler Foundation • East and West Michigan District Export Councils
- Ford Foundation • Foster Swift • GM University • Lansing Community College
- Lansing Economic Area Partnership • Michigan Business Network • Michigan Department of Agriculture & Rural Development
- Michigan Economic Development Corporation • U.S. Department of Commerce • U.S. Department of State • U.S. Department of Education

OUR REACH

- **GLOBALLY**, globalEDGE has over 2 million active users (and 10 million total users) covering the world and its 196 accessible countries and more than 60 territories.
- **REGIONALLY**, IBC's strategic partnership with the Michigan Business Network ensures the reach of IBC activities, globalEDGE Business Beat, and resources to Michigan's 83 counties.
- **LOCALLY**, IBC's Global Business Club of Mid-Michigan provides monthly executive luncheons with C-suite speakers, and IBC's partnerships with the Lansing Chamber, MEDC, and MBN offers a collection of 20 education and networking opportunities annually.



Broad College of Business
MICHIGAN STATE UNIVERSITY

For more info, visit:

global.broad.msu.edu/ibc

EVERY year, the IBC employs 20 to 25 student assistants, split evenly between the Michigan Export Growth Program (also profiled in this report) and our globalEDGE.msu.edu site (ranked #1 for “international business resources” by Google worldwide). One of our current student assistants, senior finance major Ramie Taher, was profiled earlier this year by Michigan State, after writing a blog post on globalEDGE about the entrepreneurial spirit of refugees.

Ramie’s story is uplifting and impressive:

“I am Syrian and lived there most of my childhood until the war started. I was born in the United States and lived here for five years before moving to Syria. I left Syria in 2012, just a year after the situation started. My family went to Beirut,

Lebanon for a year and a half, then we moved to Dubai, UAE. I did my senior year there until I decided to come back to the United States for a better education.

“I’ve always encouraged people around me to look at the possible economic benefits of accepting refugees rather than just looking at the possible costs, and the second I saw the article on the Economist “Immigrants are bringing entrepreneurial flair to Germany,” I knew that I had to look into it more and write about it.

“There is no doubt that the impact of the inflow of refugees into a country is very controversial. I’m Syrian American and was raised in Syria from the age of five to 16. Whenever I talk about the refugee situation, many people tend to look at the monetary cost of refugees and their burden on society, and tend to forget about the humanitarian, social and economic benefits of welcoming them.

“In Europe, a couple of countries opened their hands wide open and welcomed in a substantial



amount of refugees, such as Sweden and Germany. Studies show that out of all the countries that accepted refugees in the Europe, Sweden and Germany will benefit the most due to the positive effects on economic growth and employment rates. In addition to their superior treatment of refugees, they were able to turn what was considered a disadvantage into an asset.”

“I’ve always encouraged people around me to look at the possible economic benefits of accepting refugees rather than just looking at the possible costs”

RAMIE TAHER

You can read the full profile of Ramie at <http://msutoday.msu.edu/360/2017/ramie-taher-refugees-and-entrepreneurial-spirit/>.

Read Ramie’s blog post at <https://globaledge.msu.edu/blog/post/50352/refugees-entrepreneurial-spirit>



UNDER the auspices of the CIBER grant, the IBC has actively engaged with community college business faculty since the inception of the International Business Institute in 1995. Continuing this impactful tradition, in 2017, our center offered IBI workshops in East Lansing, Michigan; Madison, Wisconsin; Manchester, Connecticut; and Florence, South Carolina.

Additionally, we piloted an overseas program to provide community college faculty and administrators with access to academic peers, diverse intercultural experiences, and innovative approaches to learning and problem-solving that enhance syllabi, internationalize curricula, and increase global understanding. Program participants spent ten days in Singapore and Jakarta, Indonesia, deepening their knowledge of higher education, commerce, and culture in the increasingly important ASEAN (Association of Southeast Asian Nations) region of the world.

In addition to meeting with faculty counterparts at such institutions as ITE in Singapore and Sampoerna University in Jakarta, the group met with various leaders from relevant international business and education entities, including AmCham, the U.S. Department of Commerce, the Global Chamber, USAID, and AMINEF (American Indonesian Education Foundation), which administers the Fulbright program in Indonesia. Ultimately, three of the participants from this program applied for grants from the Fulbright Specialist Program; two participants received the grant.

“My understanding of Southeast Asia is now greatly expanded. We have developed, and are expanding, our International and Global Studies program at our institution. We can now infuse more teaching and learning objectives into our International Business courses, and promote this part of the world as a viable student exchange option.”

STEPHEN SHUBERT,
DEAN OF BUSINESS AT MOTT COMMUNITY COLLEGE



Ed Bailey of Northwestern Michigan College with students of SMK 27, a public vocational high school in Jakarta. The delegation enjoyed a show of dance and traditional dress representing the many island cultures within Indonesia.

DUBAI was the location of the 2017 Academy of International Business annual meeting. Over 1,000 participants from 76 countries attended the meeting in this demographically diverse, culturally rich city, which is also one of the fastest growing in the Middle East.

Likewise, the theme, “The Contribution of MNEs to Building Sustainable Societies,” fit nicely with the location; the city’s principles for sustainable development include nurturing innovation, developing human capital, investing in research and education, and promoting the growth of a knowledge-based economy.

In addition to rich discussions and the opportunity to share cutting-edge international business research, participants attended such sessions as a panel featuring business and economic leaders from the Middle East–North Africa (MENA) region; African Chapter Symposia; panels resulting from AIB’s collaboration with the Chinese management organization IACMR; and a

session introducing AIB’s new publication, the *Journal of International Business Policy*, as a complement to the flagship journal (*Journal of International Business Studies*).

AIB was also privileged to welcome the renowned recipients of the three AIB Fellows awards. Fadi Ghandour, Chair and CEO of Wamda Capital and the founder of Aramex, a major Dubai-based logistics company, received the Executive of the Year award. Dani Rodrik of Harvard University was presented the Eminent Scholar award for his work on globalization, economic growth, and development, while George K. Najjar, Provost of the Lebanese American University, was named Educator of the Year.



2018 ANNUAL MEETING

JOIN AIB FOR THE 2018 ANNUAL MEETING
June 25-28, 2018
Minneapolis, Minnesota

For full details, visit the AIB website:
aib.msu.edu

IBC’s connections and collaborations with local, regional, and national organizations continue to grow through outreach activities. These collaborations expand our reach, and make Michigan and the country more globally competitive. Here’s a sample of IBC’s collaborations.

NASBITE: Working closely with NASBITE International, IBC has provided training for the Certified Global Business Professional (CGBP) credential, preparing economic developers (including Small Business Development Center consultants) and businesspeople to be international trade specialists. Sarah Singer, Assistant Director, and Jade Sims, International Trade Specialist, are both NASBITE Certified CGBP Trainers – a great expertise to have in IBC.

U.S. Department of Commerce: IBC continues to work closely with Michigan’s three U.S. Export Assistance Centers (USEACs) to assist businesses in going international. IBC was also the first university unit with a “joint partnership agreement” with the U.S. Department of Commerce – a way to leverage IBC’s expertise nationwide. Tomas Hult, Director, and Tunga Kiyak, AIB Managing Director, serve on Michigan’s District Export Councils.

Lansing Regional Chamber of Commerce: IBC is a strategic partner in LRCC’s Lansing Economic Club – supporting the Greater Lansing community via a speaker series that reaches an audience of more than 500 people on a monthly basis.

Michigan Business Network (MBN): IBC’s radio show, globalEDGE Business Beat, on the MBN network provides a forum for global leaders in business, government, and academe to share their thoughts, tools, and markets to succeed globally. The show is hosted by Tomas Hult. IBC also partners with MBN on eight business events annually, for example, the Economic Forecast for Michigan.

MSU Center for Anti-Counterfeiting and Product Protection: A-CAPP is the pre-eminent academic body focusing on the global issues of anti-counterfeiting and product protection of all products, across all industries, in all markets. In the partnership with IBC, the focus is on assisting companies to develop strategies that work effectively to detect, deter, and respond to counterfeiting and protection issues. A-CAPP in collaboration with IBC also organizes the annual Brand Protection Strategy Summit.



Members of AIB were introduced to leading MNE executives from emerging markets to learn about the best practices being followed to build sustainable societies.



Tomas Hult chaired the “Global Business in a Less Globalized World” panel and led a thought-provoking discussion on the implications of the recent anti-globalization movement on multi-nationals and IB research.

WHO WILL
MAKE
BUSINESS
HAPPEN?
**SPARTANS
WILL.**



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