

Michigan State University

BROAD COLLEGE OF BUSINESS

INTERNATIONAL  
BUSINESS CENTER

**2019**  
ANNUAL  
REPORT





## MSU INTERNATIONAL BUSINESS CENTER RECEIVES THE PRESIDENT'S "E" AWARD FOR EXPORT SERVICE

U.S. SECRETARY OF COMMERCE WILBUR ROSS presented the Broad College of Business International Business Center with the President's "E" Award for Export Service at a ceremony in Washington, D.C., on May 23, 2019. In total, Secretary Ross honored 48 U.S. companies with the President's "E" Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

"The International Business Center has demonstrated a sustained commitment to export expansion. The "E" Awards Committee was very impressed with the International Business Center's case studies, which demonstrated measurable increases in its clients' exports. Your organization's creation of the Global

large part to exporting. This growth has enabled the companies touched through our direct outreach and programs and our web tools, including the globalEDGE website, to add jobs and support their local communities as they expand their bottom line. Buyers and consumers in foreign markets want quality products made in the United States, and we are honored to receive the 'E' Award."

In 2018, U.S. exports were the highest on record with U.S. services at \$821.1 billion and U.S. exports of goods reaching \$1.7 trillion, demonstrating how American private enterprise can not only survive, but thrive, in the international market.

"Exporting can be a significant challenge for small and mid-sized businesses, but there are great resources in our community that can help companies tap into foreign markets," said Kendra Kuo, Director, U.S. Commercial Service in Grand Rapids. "MSU's International Business Center's innovative team of faculty, staff, and students help businesses to compete globally. The U.S. Commercial Service frequently partners with MSU to offer trade education solutions. As a Spartan, I am proud of MSU's consistent success in helping Michigan companies increase their export sales, and I believe their success exemplifies the spirit of the Department of Commerce's E Award."

American companies are nominated for "E" Awards through the U.S. and Foreign Commercial Service office network, located within the U.S. Department of Commerce's International Trade Administration. Record years of successive export growth and an applicant's demonstration of an innovative international marketing plan that led to the increase in exports is a significant factor in selecting the overall winners.

For more information about the "E" Awards and the benefits of exporting, visit [www.export.gov](http://www.export.gov).



Wilbur Ross (U.S. Secretary of Commerce), Tomas Hult (IBC Director), Jade Sims (IBC Assistant Director), Gilbert Kaplan (U.S. Under Secretary of Commerce for International Trade)

Business Club was also particularly notable. The International Business Center's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," said Secretary Ross in his congratulatory letter to the company announcing its selection as an award recipient.

MSU's International Business Center, located in the Broad College of Business, is a provider of export services for small and medium-sized U.S. businesses, including export counseling, strategic planning, training on a wide range of exporting and international business issues, customized market research, and more.

"Exporting is crucial to the success of U.S. businesses, especially those in Michigan, which are integral to global supply chains" said Tomas Hult, Byington Endowed Chair and Professor of Marketing and Director of the International Business Center. "Every day we see the growth of our clients' businesses, due in

## IBC SERVES MICHIGAN AND THE NATION

COLLECTIVELY, our direct outreach efforts to Michigan companies served 221 companies during 2019. Those 221 companies are estimated to generate \$303.5 million in new export sales by achieving 1,905 new international market entries to 112 countries. It's estimated that a new job is created for every \$210K of export sales. Therefore, the facilitated \$303.5 million of export sales is estimated to create 1,445 additional jobs in the state of Michigan during the 2019 fiscal year.

### MEGP

Michigan Export Growth Program (MEGP), which aims to support and increase the international expansion of Michigan businesses by providing customized international market research reports, has assisted hundreds of small- and medium-sized companies with customized market entry information for the last eleven consecutive years. Funded by the Michigan Economic Development Corporation, the program continued to serve Michigan business in 2019 from a variety of industries.

The industries represented by the companies varied greatly, from logging to food services, aerospace to machinery, and apparel to medical devices. MEGP leveraged its expertise and resources to conduct international research on every continent. Among the top markets that attracted the Michigan companies in 2019 were Canada, Mexico, China, Australia, and some major European and Latin American countries.

### STUDENTS

As always, the International Business Center student team has been at the heart of our business outreach work. About twenty graduate and undergraduate students engaged with Michigan businesses, working closely with these leaders and entrepreneurs to learn the challenges they face in international markets and providing consultancy and insights to these businesses to help them succeed in their international endeavors. The experiential learning component of their job helps these students develop international business-related skills that they can use in their careers.



IBC student team with Assistant Director for International Trade Research Erkan Kocas

### globalEDGE



The international business portal of the International Business Center, globalEDGE, continued connecting international business professionals, students, faculty, and policy makers worldwide to a wealth of information, insights, and learning resources on a variety of global business activities. globalEDGE offers a wide range of valuable information on countries, industries, and trade blocs along with learning tools and resources for students and teachers. It's also a great resource for faculty who are planning to create new international business courses and looking for resources on international business-related content and information.

In 2019, over 1.2 million users from 235 countries, geographic territories, and islands visited globalEDGE and browsed through 4.5 million pages in total. Of those visitors, 85% were new visitors, while the remaining 15% were returning globalEDGE users.



## EDUCATION ABROAD CONTINUES TO GROW

*Clockwise: Students learned about the impact of the Catalan separatist movement on the Spanish economy. Students on the Business & Culture in Spain program learn about the local roots of Spanish multinational wine producers. Participants in Managing People and Operations in a Global Market improved their golf games at St. Andrews in Scotland. Students visiting the medieval city of Toledo saw how commerce and trade prospered between Muslims, Christians, and Jews. Participants take a break to explore the beaches of Israel. Students on a spring break program in Japan learned Japanese writing.*

**E**DUCATION ABROAD is a pillar of the college's global mindset initiatives, and 540 Broad College students studied abroad in the 2018-19 academic year, the majority of these in programs directed by MSU faculty members. Of these students, 99 were graduate students (MBA, EMBA, or Master's level), with the remaining 441 students being undergraduates. Overall participation in education abroad has continued to increase over the past several years, and it is projected to rise with the appointment of a full-time director and the development of 11 new programs in which students began enrolling in fall of 2019. These programs include offerings in regions such as Latin America, Southeast Asia, and the Middle East, where the college has historically offered relatively few opportunities.



## IBC-FACILITATED EXPORTECH® EVENT LAUNCHES FIVE COMPANIES TOWARD GREATER GLOBAL SALES

**E**XECUTIVES from five Michigan companies graduated from ExporTech® Lansing this year, the first time the program was executed in the mid-Michigan area.

"Expotech provides an excellent opportunity for companies to sharpen their strategic export plans under the guidance of seasoned experts in various fields," said MEDC Director of International Trade Natalie Chmiko. "These graduates help power the engine of Michigan's economic growth, adding new manufacturing and highly skilled jobs and revenue from export sales."

*"Many of the graduates are already leveraging our network of offices in U.S. Embassies around the world to make valuable connections and increase their sales."*

- KENDRA KUO, DIRECTOR, U.S. EXPORT ASSISTANCE CENTER GRAND RAPIDS

Developed by the U.S. Department of Commerce, Expotech is a national program that helps U.S. manufacturers and service-based companies to develop their international growth strategy. Expotech Lansing was organized by Jade Sims, Assistant Director for International Trade Programs at the International Business Center, and Kendra Kuo, Director of the U.S. Commercial Service Grand Rapids Office. Research support for the companies was provided by a team of eight student researchers from MSU mentored by Erkan Kocas, Assistant Director for International Trade Research.

*Expotech Virtual Global Consultant Group graduation*

Expotech features three day-long workshops spanning 10 weeks. Training and individualized mentoring is provided from a wide range of experts on export financing, payment risk, compliance, sales and distribution, country selection and more. Teams of students from Michigan State University are assigned to each company to assist in market research.

"One of the great things coming out of this program is that it helped us to think more strategically about our sales plans. It motivated us to focus on specific markets of opportunity based on research and counselling provided by the program mentors," said Dr. John's Healthy Sweets President and Expotech graduate Mike McDonald.

"We look forward to working with each of the graduates to execute their strategic plans," said Kendra Kuo. "Many of the graduates are already leveraging our network of offices in U.S. Embassies around the world to make valuable connections and increase their sales."



As part of the program, executives received exposure to trade-related grants and resources, including: Small Business Administration's STEP Grants, the U.S. Commercial Service's Gold Key Matching Service, the Michigan Department of Agriculture and Rural Development's Market Builder program, and Michigan Economic Development Corporation's International Trade Program. Speakers included local contacts from organizations such as FedEx, Foster Swift Collins & Smith PC, Michigan Small Business Development Center, ExIm Bank, and the West Michigan District Export Council.

### EXPORTECH LANSING PARTICIPANTS

**Close Air Support LLC**  
(Grand Rapids)

**Dr. John's Healthy Sweets**  
(Grand Rapids)

**Microcide Inc.**  
(Sterling Heights)

**Trinity Seven Enterprises**  
(Canton)

**Virtual Global Consultant Group**  
(Detroit)



## ACADEMY OF INTERNATIONAL BUSINESS HOSTS RECORD CONFERENCE



INTERNATIONAL EXECUTIVE  
OF THE YEAR  
Jim Hagemann Snabe  
Chairman, A.P. Moller –  
Maersk and Siemens



INTERNATIONAL EDUCATOR  
OF THE YEAR  
Ingmar Björkman  
Dean, Aalto University School



EMINENT SCHOLAR  
OF THE YEAR AWARD  
Daniel Levinthal  
The Wharton School,  
University of Pennsylvania



JOURNAL OF INTERNATIONAL  
BUSINESS STUDIES  
MOST FREQUENT CONTRIBUTOR  
IN FIRST 50 YEARS  
Peter J. Buckley  
Professor, University of Leeds

COPENHAGEN, DENMARK, was host city to the Academy of International Business's largest-ever conference in 2019, with over 1,400 members in attendance from 70 countries. The theme, "International Business in an Unsettling Political and Economic Environment," couldn't have been more timely as researchers gathered to discuss IB's potential contributions to forward-thinking international initiatives such as the United Nations' Sustainable Development Goals.

The diverse range of discussions included in the 2019 program is a testament to AIB's continued engagement with scholars across a variety of academic disciplines. Apropos of this year's conference theme, sessions such as "Global Environmental Regulations: The Way Forward?," "The Growth of Economic Nationalism," and "Geopolitical Risk and International Business" demonstrated that AIB members are prepared to tackle some of today's most pressing social issues in their research.

The 2019 conference also hosted expert insights from the recipients of AIB's prestigious Fellows Awards. Jim Hagemann Snabe, whose career as a CEO and board member helped create a strong culture of social responsibility at international companies like SAP, was recognized with the Executive of the Year Award. Daniel Levinthal of the University of Pennsylvania was presented the Eminent Scholar Award for his work on industry adaptation to technological change. Ingmar Björkman, Dean of Aalto University School of Business, was named Educator of the Year, rounding out the year's lineup of distinguished guests.

In honor of AIB's ongoing commitment to foster diverse, high-quality research, the 2019 conference was capped off with celebrations of our association's premier academic journals. The *Journal of International Business Studies* marked its 50th anniversary with a series of awards presented to its most prolific contributors while the *Journal of International Business Policy* reported impressive statistics on its scholarly impact after only one year in publication.

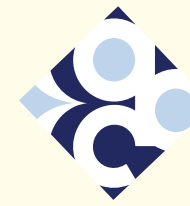
**2020  
ANNUAL MEETING**

JOIN AIB FOR THE  
2020 ANNUAL MEETING  
July 3-6, 2020

For full details,  
visit  
[aib.to/2020](http://aib.to/2020)

## GLOBAL BUSINESS CLUB OF MID-MICHIGAN PROVIDES TRAINING AND NETWORKING OPPORTUNITIES

THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN (GBClub) again continued to provide training and networking opportunities to companies across the state of Michigan by combining efforts with other organizations from MSU and around the state to reach the greatest number of constituents possible.



Focus areas included preparing companies for trade shows with Creating That Perfect Pitch (a half-day pitch workshop) and Making the Most of International Trade Shows, co-organized with the Michigan Department of Agriculture and Rural Development's International Marketing Program and featuring 2018 Agricultural Exporter of the Year Dr. John's Healthy Sweets. Intellectual property regulations (IPR) continued to play an important role in programing as the GBClub worked with the Center for Anti-



Ngozi Bell shares insights  
at the GBClub African Business Symposium



Laura Deierlein (SPROUTwide), Jamie Zmitko-Somers (MDARD), Jean Shtokal (FosterSwift), and Jade Sims (MSU-IBC) presented at the February 14 program on Making the Most of International Trade Shows



MSU Student and CIBER grant recipient Gigi Ngcobo interviews venture capitalist Ngozi Bell.

Counterfeiting and Product Protection (A-CAPP) and the Global Food Law Programs at MSU to create and promote World IP Day 2019 and A-CAPP's Brand Protection Strategy Summit, focusing on preventative tactics that Michigan's SMEs can utilize to protect themselves while expanding internationally. Finally, regional issues were addressed with the 2019 African Business Symposium in conjunction with the MSU Year of Global Africa and a China Town Hall, livestreamed and hosted in Washington D.C. by the National Committee on U.S.-China Relations and George Stephanopoulos while supported by a local conversation moderated by Associate Professor of modern Chinese history Aminda Smith.



Victor Tobenna Ezenwoko and W.E. Da'Cruz  
Discuss Doing Business in Africa

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

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