



IBC Co-Sponsors Inaugural Workshop on Immigration and National Security

IBC UPDATE

Terrorist attacks on subways in London and Madrid, the Beslan grammar school massacre, the car-burnings by a disenfranchised portion of the French population—these events all increase the need among G-8 countries to examine the relationship between immigration and national security. In early September 2005, this topic was the focus of a two-day workshop co-sponsored by the IBC on “Immigration Policy Post-9/11.” This workshop was the inaugural event in a series organized by the University’s Ford Institute for Human Security in conjunction with the *Fondation Nationale des Sciences Politiques* (Sciences Po). It assembled a group of international scholars to examine some hitherto unanswered questions regarding the consequences of post-9/11 immigration policies in the European

Union, Russia, and the United States—consequences both for immigrants and for institutions such as universities and corporations, whose performance has often been heavily influenced by immigrants.

“Immigration policy was arguably the central fulcrum of political debate before 9/11 in Western Europe. The same was not true in the United States,” says Simon Reich, co-principal investigator for this project, director of the Ford Institute for Human Security, and professor at the Graduate School of Public and International Affairs, University of Pittsburgh. “With the increase in terrorist attacks, many G-8 countries are focusing on the relationship between immigration and national security. Countries are grappling with the issue of how to distinguish the legitimate refugee or asylum seeker (and legal immigrant) from the potential terrorist or ‘bogus’ refugee. Educational institutions—including the University of Pittsburgh—face mounting problems in processing the applications of foreigners seeking to study in their countries. Paramount to policymakers, the public, and immigrants alike is a concern about the balance between the exigencies of security and the minimal requisites of civil liberties.”

Reich notes that the terms ‘terrorist,’ ‘asylum seekers,’ and ‘immigrants’ risk becoming conflated in both the politics and the policies of many societies. “The overt danger is of a breakdown in the principles that have guided liberal democracies in regards to citizenship and

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IBC Co-Sponsors Faculty Development Trip to China, January 2006

The International Business Center is pleased to co-sponsor a Faculty Development in International Business (FDIB) visit titled "China: An Emerging Economic Powerhouse in the Global Economy." The dates of the trip are January 2-15, 2006. The CIBERs at the University of Colorado at Denver and the University of Southern California are taking the lead to design and organize this firsthand opportunity to see China at work. Over this two-week period, the team will visit a broad mix of companies—from China's largest steel company and the GM Shanghai joint venture, to small family companies manufacturing for global brand retailers. They will interview executives from China, Hong Kong and the U.S. and learn their views of China's future and the role of their company. For a two-week period professors can be totally focused on how China impacts what they teach and research.

The program will begin in Shanghai, visiting BaoSteel, China's largest steel company; and Visteon, a major auto parts company. In Guangzhou and the Pearl River Delta participants will see the manufacturing companies, both large and small, that account for 30% of China's total exports. Participants will visit a private bank and one of the largest container terminals in the world. The program will conclude in Hong Kong with talks with business leaders about how they work in China and what they see as the future of Hong Kong. Last year's participants engaged in more than twenty briefings and company visits during the program and still had time to fit in visits to major cultural attractions.

An added dimension to the program this year will be a visit to Chengdu in the Szechuan province of Western China. This region has yet to see the major development of China's coastal cities. In Chengdu a visit is planned to an incubator that recruits overseas Chinese nationals to return to start companies. Plans also include a visit to a smaller village that has many of its younger citizens leaving for jobs in Shanghai and Guangzhou. As a result of these visits, participants will obtain a firsthand assessment of China's labor supply and its prospects for the future.

The IBC is sponsoring Professor G.G. Hegde, Operations Management, the Joseph M. Katz Gradu-

ate School of Business, on the trip. "I want to get firsthand experience with the workings of Chinese business to enhance my classroom teaching," says Hegde. "We are very familiar with Western capitalistic business systems—with their incentive programs, for instance—but much less so with those of China. We see Chinese goods being sold here, but are their production systems the same as ours, or different? What can we learn from them? Is there something unique about the Chinese production system that I can bring back to my classroom?"

Faculty development programs such as these are an excellent opportunity to see what is happening on the ground in the countries visited, to ask questions of executives and government officials, and to use other faculty participants as resources. ■

IBC Sponsors Faculty Development Trip to Ukraine, Croatia, and Bulgaria, May 2006

Curious as to how countries of the former U.S.S.R. are making the transition to a market economy? In May 2006, the IBC takes the role of lead sponsor for a Faculty Development in International Business (FDIB) trip to Kiev, Ukraine; Sofia, Bulgaria; and Zagreb, Croatia. This faculty development program will give participants a unique opportunity to observe the economic, business, and political development in these three very different countries.

"We plan a mixture of government briefings and company visits," says Robert Donnorummo, associate director of the University's Center for Russian and East European Studies and the trip's faculty leader. "We're very pleased to be visiting several countries new to us. Ukraine, Bulgaria, and Croatia are all on very different arcs of progress towards a more liberal and open economy and government."

In May 2005, Donnorummo accompanied fourteen professors from nine universities across the

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Doing Business in Brazil—Pittsburgh Business Professionals Get Views from the Inside

In June 2005, Pittsburgh business professionals received an insider's view of politics, economics and business in Brazil at the second annual briefing sponsored by the IBC, the World Affairs Council of Pittsburgh, and the Center for Latin American Studies of the University of Pittsburgh. Presenting were three executives from the São Paulo branch of the University's Executive MBA program (EMBA Worldwide): Fabio Boucinhas, relationship marketing manager, SKY Brazil; Andrea Salzano, Low Income Consumers Unit, Latin America manager, Unilever of Brazil; and Alexandre de Godoy, fiscal representative, financial secretariat of the State of São Paulo.

"There's a saying that's been around for some time: 'Brazil is a country of the future—and it always will be,'" says session moderator James Craft, professor of business administration at the Joseph M. Katz Graduate School of Business and expert on Latin America. He adds that the June business briefing on Brazil addressed both halves of this saying: the country's potential, and its problems.

Speaking to an audience of about 35 local business professionals, Craft began the session by



James Craft, Joseph M. Katz Graduate School of Business professor, talks with panelists Andrea Salzano, Fabio Boucinhas, and Alexandre de Godoy (left to right).

addressing the country's enormous potential: "Potential in terms of people, natural resources, and an emergent democracy," says Craft. He then addressed some of the problems facing Brazil: corruption, stifling bureaucracy, and an unequal distribution of wealth. "While there are some positive economic signs, President Lula's administration is under stress, with key members being accused of corruption."

On June 21, 2006, the IBC will again co-sponsor a Global Business Dialogue titled "Brazil: Great Decisions on Foreign Policy." ■

Beyond Macchu Picchu: Doing Business in Peru—An IBC-Sponsored Business Briefing

Representatives from twenty southwestern Pennsylvania companies as well as Pitt faculty attended a briefing in late July given by Margaret Hanson-Muse, senior commercial officer, Lima, Peru. The event was co-sponsored by the IBC and the U.S. Commercial Service. Hanson-Muse observed that Peru is one of the most dynamic economies in Latin America. Its GDP grew by an estimated 5.1% in 2004. Peru's continually growing economy provides a number of opportunities for U.S. companies. She discussed the Peruvian economy and business climate as a market for U.S. products and services and addressed both the opportunities and the challenges of doing business in that country.

Hanson-Muse noted that while local businesses might believe that Peru is still mired in a 1970s-era dictatorship fraught with corruption, and an

undiversified, largely subsistence farming economy, Peru today enjoys democratic elections, an independent congress, open markets, and fiscal prudence. There are numerous opportunities in Peru for U.S. exporters, particularly in the areas of industrial products such as communications technology hardware and software, industrial chemicals, plastics, mining equipment, yarns, travel and tourism, e-commerce and other value-added services, and many more areas.

Hanson-Muse also talked about the importance of the pending Andean Free Trade Agreement and discussed why this agreement should be beneficial to U.S. firms. After the briefing, which was held on the Pitt campus, she provided individual business counseling to local companies interested in exporting to Peru. ■

Pitt Undergraduates Benefit from Certificate Program in International Business

Undergraduate students at Pitt's College of Business Administration with an interest in the global aspects of business can enter the Certificate Program in International Business (CPIB). Earning the CPIB contributes to a student's preparation for a career in international business, which often begins with domestic job placements that can lead to international assignments as the professional's career progresses. Students are required to demonstrate proficiency in a foreign language, engage in a study abroad or international internship experience, and take a series of courses to expand their global knowledge. As of August 2005, 66 CBA students had graduated with the CPIB, and interest in the program continues to grow.

"The CPIB is a great benefit. It's a great recruiting tool for the University and it's a great supplement for students with international interests," says Ian Buggs, who graduated from the College of Business Administration in December 2003 with a major in finance, a minor in economics, his CPIB, and a Western European Studies Certificate. He is now enrolled in graduate school at Pitt's Graduate School of Public and International Affairs and will graduate in April 2006. "The CPIB prepared me for graduate school, especially with regard to some of the international economics classes and organizational behavior. It made me interested in how economics works in that big world outside my window. The CPIB turned the lightbulb on for me."

While in the CBA, Buggs, whose second language is French, had an internship with Medrad Inc., headquartered in Pittsburgh. "My primary responsibility was to deal with the company's finance professionals abroad and put together metrics to coordinate what we were doing around the world." While on the spring 2003 Semester at Sea program, Buggs stopped at Osaka, Japan, and was able to visit the Medrad site there. "It was a great opportunity to see the same business working in a different culture. It really brought together all the international experiences that I had had."

Buggs is looking forward to a career in international finance or economics, perhaps with the U.S. Foreign Service or the Department of Commerce. "I'm glad I was able to take part in the CPIB process," he says. "While it is very structured in some areas, in others the professors allow you to explore your interests. The certificate allows the student to delve more deeply into his or her own interests, making it that much more valuable."

Anthony "Tony" Cosnotti, who graduated in spring 2005 with a major in finance, a minor in Italian, and his CPIB, agrees. "I think it is almost a necessity to have some understanding of international studies, because if you work for a Fortune 500 company as so many college graduates do, you'll engage in some sort of international business. If you don't understand some basic things like exchange rates and trade laws, you'd be at a tremendous disadvantage."

Cosnotti is working as an inventory control analyst for the Processed Products Division of U.S. Steel Corporation. In the course of his job, he recently traveled to Mexico and felt that his CPIB had made him more sensitive to cultural issues. He advises students that "the higher your cultural awareness, the better off you'll be when you graduate and get a job with a multinational company." ■

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High School Students Practice Selling Flea Collars to the Swiss

How to get American high school students to prepare for a global career? One answer is the Cultural Communications Alliance marketing competition for Pittsburgh high schools, sponsored by the Bayer Corporation and the Heinz Corporation with funding and support by the IBC. Students form teams to develop a market plan for a specific product, in 2005 focusing on marketing the Bayer Advantage Flea and Tick Collar in Switzerland, Flintstone vitamins in Brazil, and herbal vitamins in China. The director of the IBC, currently Interim Director Jo Olson, serves as one of the judges of the competition.

The project is intense and competitive. Students from any high school grade may participate, though they must be enrolled in a language course. In December of each year, company mentors visit the school to talk about how language and culture play an important role in the workforce. In-school competitions are held in March, with the final intramural competitions in April.

“The project is not usually aimed at a language that the students have studied nor a culture they’ve learned about,” says Deanna Baird, who in addition to having taught German for 33 years is the foreign language curriculum leader (K-12) for Upper St. Clair High School. “It’s a research project on how to market a product. The students research import and export laws and issues as well as how to best position the product in the target country. They examine the packaging of the product and determine who the audience is for the advertising: for example, age or other demographic variables. They determine the logistics of where the product will be produced, pricing, and distribution.”

“The Cultural Communications Alliance competition also fosters teamwork and communication skills,” adds Barb Zaun, French teacher at North Allegheny Senior High School. “These are attributes that multinational companies look for in their new hires.” In 2005 her team won first place. “Bayer invited us to go to Kansas City to visit their Animal Health division,” says Zaun. She adds that of the team of five junior girls, two had never considered marketing as a career, “but now they plan to major in it; the competition really opened their eyes.”

Undergraduate business students at Pitt’s College of Business Administration also act as mentors, visiting local high schools to reinforce the importance of learning a second language or engaging in a study-abroad experience. This year 30 undergraduate students in Pitt’s College of Business Administration, both from Delta Sigma Pi, a business service fraternity, and from Olson’s class, have volunteered to help with the competition. And, other local companies assist the high school teams: Chorus Call, a company owned by Compunetics/Compunetix, offered the students free video conferencing to interview staff members in Switzerland to get a better insight into the culture.

“The Cultural Communications Alliance competition is a great way to bring business to education,” adds Olson. “It is important to help young students understand early the need to become global citizens.”

The International Business Center

The International Business Center at the Joseph M. Katz Graduate School of Business has been continuously funded since 1989 by a grant under Title VI, Part B from the U.S. Department of Education. This section of the “Educate America Bill” is dedicated to improving and increasing international education at selected institutions of higher education throughout America. The University of Pittsburgh was one of the original five universities in the U.S., and the first in Pennsylvania to receive this grant.

The goal of the International Business Center is to provide tangible benefits in the area of international business to the Western Pennsylvania community—business, schools, colleges, and universities—as well as to the faculty of the University and its students. Over the years, the International Business Center has used the grant funds to support faculty and doctoral research, undergraduate study-abroad scholarships, faculty and staff foreign language instruction, conferences on international business, programming for regional businesses, and programs for faculty and students at regional colleges and universities. ■

IBC Co-Sponsors Inaugural Workshop on Immigration and National Security (cont.)

identity since the second half of the twentieth century,” he says. To tackle these questions, each of the 25 distinguished participants addressed one of four topics: internal security, labor and economic policies, social welfare programs, and civil liberties and anti-discrimination policies.

James V. Maher, provost and senior vice chancellor of the University of Pittsburgh, gave the opening address. “The flow of talented, ambitious, hard-working immigrants to this country has been historically so important that its very recent jeopardy, a result of policies growing up in perhaps a not very well-thought out way, frightens me. I want to see our society retain all the historical benefits of immigration without undergoing unnecessary jeopardy.”

“We began working on this project 15 months ago,” Reich notes. “And during that time some of the issues we addressed in the workshop became increasingly significant, one example being the London bombings and their aftermath.” Reich notes that while we commonly think of immigration issues as being border-oriented, increasingly nations must address the needs of foreign populations already in the country, but not assimilated—as, for example, the recent unrest in France shows. “Many of our speakers alluded to the types of problems that could arise from the needs of a disenfranchised population. The integration of immigrants is a key component in enhancing the security and welfare of societies.

“The session was extremely successful,” continues Reich, who adds that this session will be followed by one held in Paris in early June 2006. “It was a wonderful opportunity to bring together faculty and students from across the University: from GSPIA, the Joseph M. Katz Graduate School of Business, the School of Arts and Sciences, and others. The IBC played an invaluable role in the success of the workshop; its funding and support enabled us to obtain a Ford Foundation grant. We anticipate producing a whole series of policy briefs based on these sessions as well as perhaps an edited volume addressing this issue of immigration. The IBC’s investment has already reaped significant rewards.” ■



James V. Maher, provost and senior vice chancellor, offers welcoming remarks prior to the presentations by the members of the New Regulations and New Institutional Structures panel (left to right): Alberta Sbragia of Pitt, Anil Kalhan of Columbia, Jolyon Howorth of Yale, and Martin Schain of New York University.

IBC Sponsors Faculty Development Trip to Ukraine, Croatia, and Bulgaria, May 2006 (cont.)

country to Moscow, Sofia, and Prague. “The participants were first rate and they eagerly showed up for lectures and cultural events,” says Donnorummo. “I was also struck by how effective the combination of intellectual pursuits was. The trip packed a lot of activities into one day: there were lectures on economic and business topics and visits to private-sector factories, lectures and activities to teach more about the societies of the three countries we visited, and activities and experiences with both high and popular cultures. These three areas really combined well together.”

May 2006 will represent the fourth year that the IBC has funded and sponsored its FDIB program. For more information, visit the IBC Web site at <http://ibc.katz.pitt.edu/Academics/fdib.htm>. Applications are due March 1, 2006. ■