

# PRAIRIE VIEW International Business Digest

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## Outreach Seminar: *Exporting to South Korea*

The PVAMU CIBE and the U.S. Department of Commerce (Houston Export Assistance Center) co-hosted an outreach seminar on Aug 5, 2010 at the PVAMU Northwest Center. The primary objective of the seminar was to discuss international business opportunities and challenges for small businesses. The seminar featured a series of presentations on global business topics, with a primary focus on exporting to South Korea. Speakers from the Houston Export Assistance Center (Mr. Alan Richel, Senior Int'l Trade Specialist) and the Export-Import Bank (Mr. Joe Ringer, Senior Business Development Officer) discussed the export marketing programs of the U.S. Department of Commerce and the export finance programs of the Ex-Im Bank. Other speakers included an international banker (Mr. M.G. Shetty, Bank of Texas), an international attorney (Mr. Allan Tiller, E. Allan Tiller, PLLC), and an international freight forwarder (Ms. Jolie Cosman, Century Freight Corporation), who addressed their respective subjects with a focus on Korea, but with applicability to all international markets. The seminar was sponsored by the Business and International Education (BIE) grant from the U.S. Department of Education.



## Editor's Note

Greetings. It gives us immense pleasure to present to you the 25<sup>th</sup> issue of the *Prairie View International Business Digest*, an electronic quarterly newsletter produced by the Center for International Business Education at Prairie View A&M University.

This issue features four sections. The first section presents a brief overview of our outreach seminar for the local business community; information about a training workshop for the local high school educators is featured below. The second section features a short article, contributed by Dr. Gin Chong, on the impact of international trade on medical care in Houston. The third section features a list of exciting cities from around the world showcased by the BBC World News. The final section features brief summaries of current and upcoming trade events. Please note that all URL links are active and you can go directly to an article from the table of contents section on the first page.



Dr. Rahim Quazi  
Editor

We hope you continue to find this e-newsletter a valuable channel for important information relating to international business. We do hope our efforts will inspire greater number of local firms to seek out new opportunities in international business. Should you have any questions or suggestions, please feel free to contact us.

Thank you for your support,

A handwritten signature in black ink, appearing to read 'Rahim Quazi'.

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### **Outreach Workshop:**

#### ***Global Business Training Workshop for High School Educators***

The PVAMU CIBE organized a daylong training workshop for local high school educators on August 11, 2010 (9:00-5:00 pm). The objective of the workshop was to train the educators through whom we can reach the high school students early and spark their interest in studying international business in college. High school educators from Alief, Fort Bend, Houston, Katy and Klein ISDs attended the workshop. The attendees received teaching tips and materials suitable for course and curriculum design, unit and lesson planning, and CPE letters. The workshop was funded in part by the Business and International Education (BIE) grant from the U.S. Department of education.

Two PVAMU business faculty members, Dr. Bell and Dr. Quazi, were the main presenters. Dr. Quazi discussed several lesson plans on the basics of globalization and international trade, and Dr. Bell discussed several topics on cross-cultural communication. A video case study on sweatshops was also discussed and there were several hands-on learning activities. The workshop featured a guest speaker - Ms. Tammy Koonce from Klein Forest High School. Ms. Koonce made a brief presentation about her experiences from the summer field trip to S. Korea, which she attended with a PVAMU group in May 2010.



## How Does International Trade Help Support Medical Care in Houston?

*Contributed by - Dr. Gin Chong, Associate Professor of Accounting, PVAMU*

In May, at its monthly seminar, the Asian Chamber of Commerce in Houston honored a number of Asian Pacific Americans who made significant contributions in the medical field to the local communities. The honorees included Dr. Beng Ho, a Professor Emeritus of University of Houston and faculty member of University of Texas MD Anderson Cancer Center (UT MDACC), for his continuing research and educating the local community on cancer, Dr. Jenny Yi, Associate Professor of Health Education at University of Houston, for her continuing community-based participatory intervention research and education on early detection of and prevention of cancer, and Dr. Vi Ho, Associate Clinical Professor at Texas Women's University, for her education programs on TV and radio with a focus on cancer prevention and early detection. The Chamber also recognized the contributions of the Philippine Nurses Association of Metropolitan Houston and The Indian Doctors Charity Clinic. These non-profit organizations have supported local residents originally from the Asian communities who could not financially afford, or have no or limited access to medical services and advice, or have misperceptions about local medications due to communication and cultural barriers.



Dr. Gin Chong  
Associate Professor

Dr. Beverly Gor, Postdoctoral Fellow of Center for Research on Minority Health at UT MDACC, was the key speaker at the seminar. In her speech titled "Dispelling the model minority myth: health disparities in the Asian Pacific American communities", she stressed the importance of providing a continuing medical education to the elderly Asian communities. Dr. Gor also emphasized that more international trade allows patients easy access to foreign medicines and medical facilities locally, which saves them the trouble of traveling abroad to their homeland for the same medical supplies and treatments. Through international trade, these facilities and medicines become more accessible to the locals, and help train local medical personnel recognizing the effectiveness and side effects, if any, of using foreign medications. International trade has made the local communities more aware of the range of medical products and facilities that are available within and outside of Houston. 🌐



## Explore the World's Most Exciting Cities!

(Excerpts from [http://news.bbc.co.uk/2/hi/programmes/real\\_cities/previous\\_episodes/default.stm](http://news.bbc.co.uk/2/hi/programmes/real_cities/previous_episodes/default.stm))

The BBC World News has launched a website to showcase different sides to some of the world's great cities. For each city, three local celebrities highlight sites that most tourists never get to see.

Featured Cities (click on the city's name to go directly to its website):

**Beirut:** One of the Middle East's most exciting and diverse cities

**Cairo:** One of the few truly 24-hour cities in the world

**Hanoi:** A hectic and boisterous Asian metropolis

**Hong Kong:** East meets West and old meets new in this metropolis

**Milan:** An international capital for fashion, style and design

**New York:** They don't call it "the capital of the world" for nothing

**Paris:** One of the world's great centers of style and culture

**Rio de Janeiro:** One of the world's most energetic and vibrant cities

**Rome:** A fascinating history and a modern outlook

**San Francisco:** Anything goes in the United States' most liberal city

**Stockholm:** Grand architecture, green parks and waterways

**Sydney:** Australia's largest city is both relaxed and energetic

**Tokyo:** A fast-paced, tech-savvy, smartly styled metropolis

**Washington DC:** There's more than just politics to the U.S. capital 🌐



## International Trade & Business News

(Source: *Export News*, A newsletter of the U.S. Export Assistance Center, Houston)

### Screening of Cargo on Passenger Flights (*Mandatory as of August 1*)

Beginning August 1, all cargo flown on passenger aircraft originating in the U.S. must be screened at the piece level. For details or to participate in a free webinar on this topic, see [http://www.export.gov/articles/eg\\_main\\_021809.asp](http://www.export.gov/articles/eg_main_021809.asp).

### The Next Markets To Consider - CIVETS

We have heard of the BRICs - Brazil, Russia, India and China, and the next tier of markets to consider is: [Colombia](#), [Indonesia](#), [Vietnam](#), [Egypt](#), [Turkey](#) and [South Africa](#).

### China Going Green Creates Challenges and Opportunities

Over 50% of new commercial constructions in the world will take place in China, which presents tremendous opportunities for U.S. green energy and building companies. This podcast features clean energy experts working in China: [www.export.gov/china/marketinsight/ChinaEnergyGreentech.asp](http://www.export.gov/china/marketinsight/ChinaEnergyGreentech.asp).

### Women's Global Leadership Conference in Energy and Technology

*Houston, Texas, October 27-28, 2010*

This conference will address the role of natural gas as the world's next global commodity, as well as professional development opportunities in energy and technology related careers. More information is available at: <http://www.wglnetwork.com/>.


### Expotech: Ireland - A Doorway To Europe

*Ireland, October 17-22, 2010*

This is an intensive program designed to provide the latest insights about select European markets. A combination of expert speakers, small group discussions and real world company research on successful exporters will enable participating firms to define key competitive advantages and develop market strategies for Ireland and other key European markets. Companies will have the option of traveling to pre-screened customized business appointments with prospective customers, agents and joint venture partners. More information is available at: <http://www.buyusa.gov/baltimore/eteireland.html>.

### Expo Manufactura 2011

*Monterrey, Mexico, March 1-3, 2011*

This event provides a venue for professionals in the areas of machine tool, metalworking, automation and control, assembly, lasers, fabricating, CAD/CAM software, robotics, quality control, and welding. More information can be obtained by contacting Kara Lotto-Swagart at: [Swagart@ejkrause.com](mailto:Swagart@ejkrause.com). 



## PVAMU College of Business Vision and Mission Statements

### **Vision Statement:**

Our vision is to empower students from diverse backgrounds to become productive and ethical business professionals who are among the best in the world.

### **Mission Statement:**

We provide a diverse student body with an education that creates highly productive professionals who are ethical, entrepreneurial, and prepared to succeed in the global economy. The College achieves this through excellence in teaching, research and service, and engagement with the business community and other stakeholders. The student experience is distinguished by personal attention, teamwork, leadership training, and appreciation of the social responsibility of business.



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If you would like to receive an electronic version of this newsletter, please contact  
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