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Reflections on a Visit to Australia (January 2018) Dr. Munir Quddus, Dean, College of Business, PVAMU

IN THIS ISSUE

- ▶ Reflections On a Visit to Australia
Page 1
- ▶ **Editor's Note**
Page 2
- ▶ Latest U.S. Trade Statistics
Page 4
- ▶ Global Trade and Business: Current News & Events
Page 5
- ▶ Contact Information
Page 6

Thanks to the program sponsorship from the Center for International Business and Research (CIBER), TAMU College of Business, and Center for International Business Education (CIBE) at the PVAMU College of Business, I had an opportunity to visit Australia on an academic tour along with colleagues from various business programs in five other universities. The entire group had seven members, including business professors and administrators. What was common was an interest in international business education, program development, travel, and interest in the subject of “sustainability”.

Although I am interested in the subject of sustainability, this is not my direct area of research. However, I wanted to build a program so that our students could visit Australia. We have been taking them to China and South Africa, but have not taken them to Australia. The trip would allow me, I hoped, to scout out this opportunity since I would meet officials from the Global Academic Ventures (GVA) who specialize in



student field trips. We are working with this group to take a group of undergraduate business students to Australia on a one-week trip around the theme of entrepreneurship. Also, this would provide me with an opportunity to help design and introduce a new course on sustainability in our curriculum, both at the undergraduate and the graduate level.

We spent four days in Sydney and four days in Brisbane visiting various businesses and institutions – and at each place there was an educational element. Someone from the organization would give us a talk or a tour or both on how the organization implements as part of its mission, the idea of sustainability, or taking care of the environment either by reducing the waste, the use of electricity, re-cycling, or other means that are friendly to nature, and cause lower level of carbon emission and damage to the environment.

(Continued to page 3)

Editor's Note

Greetings. It gives us great pleasure to bring to you the 55th issue of the *Prairie View International Business Digest*, an electronic quarterly newsletter produced by the Center for International Business Education.

This issue features three sections. The first section (*Reflections on a Visit to Australia*) features a report on an educational field trip to Australia by Dr. Munir Quddus, Dean of College of Business. The second section (*Latest U.S. Trade Statistics*) presents up-to-date statistics on U.S. trade with the major trade partners. The final section highlights current global business/trade news and events. Please note that all URL links are active and you can go directly to a section from the Table of Contents on the first page.

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



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Dr. Rahim Quazi
Editor



Among the businesses/organizations we visited in Australia are the following:

Lendlease – a major developer in “Burangaroo” which takes up a chunk of the downtown, committed 100% to the environment friendly construction and business. We had a number of presentations on the use of timber to replace cement (concrete) even in major high-rise buildings. They have already built a 10-story dorm where only timber is used, and are building a 24-story building with the same use of timber replacing concrete. They mentioned the cost and the health benefits that have increased the demand for these apartments from the general public. Timber after all is part of nature and a renewable resource. They shared that the timber used up in a large multi-story building would grow in 28 minutes in the forests of Australia.

RockCoat – an innovative firm in construction and design business. They have come up with products that connect homeowners and residents to the nature – for example, by using “clay” instead of concrete in walls and roofs and even furniture (clay table). They have also manufactured a “paint” with virtually no harmful chemicals.

Flight Center – a unique model of entrepreneurship in the travel industry in Australia and globally. Mr. Scroo, a young Australian visiting England, got an idea to convert a double decker bus into a holiday getaway. Along with a friend, he purchased a used double decker bus for 150 pounds and organized trips to faraway places including from London to Kabul. Eventually he established a travel agency with global reach. The company headquarters has many elements of sustainability, such as a full-service fitness center with trainers which all employees have access to, healthy snacks, and much more.



University of Queensland – is a large campus with nearly 50,000 students in the main campus and other campuses combined. They have 8,000 students in the business school and have seen a large influx of international students, especially from China. We were taken to a new building that was built in 2014 with the latest technology and with 5-star rating on sustainability. The multi-story building does not have an AC (the cooling is done by water chillers that are cooled at night when the demand for electricity is low), all rain water is collected and filtered to be used in the building and the building has large batteries in the basement to capture and store solar energy for future use.

OzHarvest – is a special NGO established in Brisbane and Sidney to “rescue food from the landfills”. About ten years ago, the company founder was appalled by the waste in perfectly good quality cooked food from major events and was ferrying this food around in her car to give to the poor and hungry in the city. Now the organization is well established with licenses and approvals to collect fresh vegetables and cooked food. They work with many other charities and food banks. They have a fleet of vehicles that can pick up and deliver the food to poor families and at-risk communities. The concept has now spread to many countries including South Africa.

The Port of Brisbane – a large port, very strategically positioned, highly modern and conscious of sustainability. The management of the port is privately owned, however, the local residents and several environmental watchdog bodies keep a close eye on the management to ensure that they remain environmentally friendly, since they have a large impact on the birds, animals and plant habitat near the sea. They have spent millions to reclaim land from the ocean so that birds, whose natural habitat is in the area, continue to stop by during their annual migration from Antarctica. Also, they have worked hard to preserve the mangrove trees in the area. They have planted shrubs to prevent top soil erosion from periodic storms and floods. The port has been recognized as the best port in Australia thanks to these efforts towards sustainability.



The Port Perfect Potion – this company is in the business of aromatherapy. The founder, Salvatore is trained as an engineer and has built up his business by expanding it to Japan and other countries. They produce all of their products with a strict code of conduct – respecting nature. The use of chemicals is minimized. Although they have an online presence, the emphasis is on customer experience. They also make sure they source their materials from nations that have laws against animal cruelty.

Overall I would rate this faculty travel to Australia as one of the most memorable experiences in my career. I had the opportunity to both explore and to learn. We met many interesting people and businesses, and saw many incredible places – both natural and manmade. We made many valuable contacts in higher education and industries. We were exposed to a wide range of ideas and practices in the business world and in city governments, dedicated to making sure that what we do does not greatly harm the planet’s delicate ecosystem. I am grateful to the University of Connecticut CIBER for organizing this program, and finding University of Queensland as the host institution in Australia. For educators and scholars, this was a dream visit, where we learned many things but also had a good time experiencing a little of what Australia has to offer.

Latest U.S. Trade Statistics (2013-2017)

The tables below contain selected U.S. trade statistics for the last five years (2013-2017). The data were collected from the websites of the U.S. Census Bureau (<https://www.census.gov/foreign-trade/statistics/historical/index.html>) and Office of Trade and Industry Information (OTII), Manufacturing and Services, International Trade Administration, U.S. Department of Commerce (<http://tse.export.gov>).

Table 1: Total U.S. Exports, Imports and Trade Balance (Billions of \$)

Trade Category	2013	2014	2015	2016	2017
Exports - Total	2,293.46	2,375.91	2,263.91	2,208.07	2,331.60
Exports - Goods	1,592.00	1,633.99	1,510.76	1,455.70	1,550.72
Exports - Services	701.46	741.92	753.15	752.37	780.88
Imports - Total	2,755.33	2,866.24	2,764.35	2,712.87	2,900.04
Imports - Goods	2,294.25	2,385.48	2,272.61	2,208.21	2,361.93
Imports - Services	461.09	480.76	491.74	504.65	538.11
Trade Balance - Total	-461.88	-490.34	-500.45	-504.79	-568.44
Trade Balance - Goods	-702.24	-751.49	-761.86	-752.51	-811.21
Trade Balance - Services	240.37	261.16	261.41	247.71	242.77

Table 2: Top 5 Merchandise Export Markets for the U.S. (Billions of \$)

Partner	2013	2014	2015	2016	2017
1. Canada	300.75	312.82	280.86	266.80	282.47
2. Mexico	225.95	241.01	236.20	229.70	242.99
3. China	121.75	123.66	115.93	115.60	130.37
4. Japan	65.24	66.89	62.39	63.24	67.70
5. U.K.	47.36	53.91	56.10	55.29	56.33
World Total	1,578.52	1,621.87	1,503.10	1,451.01	1,546.73

Table 3: Top 5 Merchandise Import Partners for the U.S. (Billions of \$)

Partner	2013	2014	2015	2016	2017
1. China	440.43	468.47	483.19	462.62	505.60
2. Mexico	280.56	295.73	296.40	294.06	314.05
3. Canada	332.50	349.29	296.23	277.76	299.98
4. Japan	138.58	134.50	131.38	132.05	136.54
5. Germany	114.34	124.18	124.82	114.10	117.74
World Total	2,267.99	2,356.36	2,248.18	2,187.80	2,342.91

Table 4: Total U.S. Merchandise Trade Balance (Billions of \$)

Partner	2013	2014	2015	2016	2017
World Total	-689.47	-734.48	-745.08	-736.79	-796.17
U.S. Merchandise Trade Surplus: Top 5 Partners					
1. Hong Kong	36.68	35.02	30.39	27.49	32.47
2. Netherlands	23.34	22.24	23.37	23.58	24.49
3. U.A.E.	22.18	19.30	20.54	19.03	15.68
4. Belgium	12.83	13.77	14.66	15.08	14.82
5. Australia	16.85	15.98	14.15	12.65	14.55
U.S. Merchandise Trade Deficit: Top 5 Partners					
1. China	-318.68	-344.82	-367.26	-347.02	-375.23
2. Mexico	-54.60	-54.72	-60.20	-64.35	-71.06
3. Japan	-73.34	-67.61	-68.99	-68.81	-68.85
4. Germany	-66.98	-74.76	-74.87	-64.74	-64.25
5. Viet Nam	-19.61	-24.89	-30.92	-32.00	-38.32



- [Indian Automaker Succeeds in United States](#)
- [Incorporating FDI in Economic Development: How the U.S. Economic Development Administration \(EDA\) Helps](#)
- [United States Becomes First Economy to Offer Asia-Pacific Economic Cooperation Privacy Trustmark to Data Processors](#)
- [New-to-Export? Find the Right Export Market with Our New Video Series](#)
- Global Entrepreneurship Index: Find out where these countries rank on *globalEDGE*'s new [Global Entrepreneurship Index](#)

Sources: *Tradeology*, International Trade Administration Blog (January-March 2018)
globalEDGE Newsletter, Michigan State University International Business Center



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If you would like to receive an electronic version of this newsletter, contact Dr. Rahim Quazi at 936-261-9225 or rmquazi@pvamu.edu



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PVAMU College of Business Vision and Mission Statements

Vision Statement

The Prairie View A&M University College of Business strives to be among the best regional business schools in the nation by empowering students from diverse backgrounds to reach their full potential.

Mission Statement

The Prairie View A&M University College of Business provides students from diverse academic and socioeconomic backgrounds with education that helps them become business professionals and leaders who are ethical, entrepreneurial, productive, and prepared to succeed in the global economy. The College achieves excellence through quality teaching, research, service, and engagement with the business community.



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