



# PRAIRIE VIEW

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### Executive MBA Trip to China

Prairie View A&M University's new Executive MBA program had its very first educational field trip abroad this past May. EMBA students had the opportunity to visit China to immerse themselves in the Chinese culture. The trip lasted 9 days (May 17<sup>th</sup> -May 25<sup>th</sup>) and was attended by 9 students and the EMBA director (Dr. Daniel Perez) and associate director (Ms. Charity Cooper). Students got a



a chance to visit many different cultural sites, such as the Great Wall of China, the Forbidden City, Tiananmen Square, and the Yuyuan Garden. In addition to the beautiful and impressive Chinese cultural sites, they also visited many different Chinese businesses. For instance, students got a chance to tour Baosteel, the largest steel manufacturer in China and they also visited Pactera, a high tech software firm that develops software for companies such as Microsoft, etc. Students came away with a broad understanding of China and its economic success, business etiquette, history, culture, geography and most importantly the Chinese people. Sample excerpts from the participants' evaluation of the trip follow; photos from their excursion appear throughout this publication.



"The Prairie View A&M EMBA China trip was phenomenal. I truly enjoyed every minute of the trip, from the time we left Houston until we returned. The ability to travel to a foreign country and have a well-planned itinerary to visit several companies that were willing to share information about them and the culture was great!" - Corey Butler

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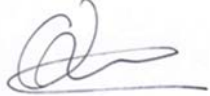
## Editor's Note

Greetings. It gives us great pleasure to bring to you the 40<sup>th</sup> issue of the *Prairie View International Business Digest*, an electronic quarterly newsletter produced by the Center for International Business Education.

This issue features two sections. The first section (*EMBA Field Trip to China*) presents a brief report on the educational field trip to China by a group of our EMBA faculty and students. The second 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 do hope 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,



Rahim Quazi, Ph.D.  
Editor, *Prairie View International Business Digest*  
Center for International Business Education  
Prairie View A&M University

E-mail | [rmquazi@pvamu.edu](mailto:rmquazi@pvamu.edu)  
Phone | (936) 261-9225  
Fax | (936) 261-9226



**Dr. Rahim Quazi**  
Editor



EMBA group in the Forbidden City.

### Ukraine Related Sanctions

In response to the current situation in Ukraine, the U.S. government has imposed sanctions, including three Executive Orders blocking property of certain individuals. These Executive Orders and other related documents can be found here: <http://www.treasury.gov/resource-center/sanctions/Programs/Pages/ukraine.aspx>

### Protecting Businesses from Espionage

According to FBI estimates, U.S. businesses lose billions of dollars every year to foreign and domestic competitors who deliberately target economic intelligence. More details can be found in *Economic Espionage: Protecting American's Trade Secrets* (<http://www.fbi.gov/about-us/investigate/counterintelligence/economic-espionage>).

Another valuable resource is *Economic Impact of Trade Secret Theft: A framework for companies to safeguard trade secrets and mitigate potential threats* (<https://www.osac.gov/Pages/ResourceLibrary.aspx?CategoryId=260>).

### Trade Barriers Affecting U.S. Exports to the EU

The U.S. International Trade Commission (USITC) has recently published a report on multiple trade barriers that U.S. small and medium-sized enterprises face when exporting to the European Union. The report can be found at: <http://www.usitc.gov/publications/332/pub4455.pdf>. A CD-ROM of the report may be requested by email ([pubrequest@usitc.gov](mailto:pubrequest@usitc.gov)) or phone (202-205-2000).

### New book *EXPORTERS! The Wit and Wisdom of Small Businesspeople Who Sell Globally*

The U.S. is one of the largest exporters in the world, but a comparatively small percentage of businesses actually export. The businesses that do export find it lucrative, educational and endlessly fascinating. This book profiles 25 Americans, including two Houston-based, who battled competitors, fear of the unknown and personal adversity to build successful small businesses in the global marketplace. This book is appropriate for small businesses, business and economic development professionals, and general readers who have an interest in personal success stories dealing with small business. Cost: \$7.99 for ePub or \$30 for hard copy. For details, see: <http://bookstore.gpo.gov/products/sku/999-000-55552-3>

### U.S. Department of Commerce Export Compliance Programs

The U.S. Census Bureau and Bureau of Industry and Security (BIS) will discuss export regulatory topics such as: AES filing, maintaining export regulations compliance, BIS export control requirements, overview of export control, classification numbers, etc. Hands-on training will be provided for the reporting of Electronic Export Information through the AESPCLink system. Upcoming seminars include:

July 9-10, [Little Rock, AR](#)

Sept 9-10, [Dallas, TX](#)

Oct 21-22, [New Orleans, LA](#)

### Renewable Energy India 2014 Expo, September 3-5

This is India's #1 trade show in the field of renewable energy. This is an annual event that aims to accelerate growth of the Indian renewable energy sector by offering sustainable development opportunities to businesses in this industry. The event will bring together decision makers and influencers as well as technical experts and professionals from leading renewable energy companies from around the world. This event will be held in Greater Noida (national capital region). For details, see: <http://www.renewableenergyindiaexpo.com/>.

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# Global Trade & Business: Current News and Events

(Continued from page 3).

## Discover Global Markets 2014

The U.S. Commercial Service is hosting this national series of conferences to help U.S. firms compete in the global marketplace.

For details, see: <http://export.gov/discoverglobalmarkets/>

- ▶ [Free Trade Agreement Countries](#) Detroit, MI, September 9-10, [Register Now](#)
- ▶ [Greater China](#) New York, NY, October 7-8, [Register Now](#)
- ▶ [The Americas](#) Charlotte, NC, October 29-31, [Register Now](#)
- ▶ [Sub-Saharan Africa](#) Atlanta, GA, November 5-6, [Register Now](#)
- ▶ [Healthcare and Life Sciences](#) Minneapolis, MN, November 17-18, [Register Now](#)



## Safety and Security Trade Mission to Panama and Colombia, September 22-26

The U.S. Department of Commerce is organizing this trade mission to Panama City, Panama and Bogotá, Colombia. The mission will assist U.S. businesses in launching/increasing exports of safety and security goods or services to the growing markets of Panama and Colombia. Panama's safety and security market in 2013 was estimated to grow to \$74 million, and in Colombia, this market is growing at an estimated rate of 5-10% per year. The mission will include B2B matchmaking appointments with local companies, as well as market briefings and networking events. Fees and expenses (not including any personal travel expenses, such as lodging, most meals, local ground transportation, or air transportation) are: small and medium-sized company - \$3,600 and large company - \$3,905. For details, see: <http://www.export.gov/trademissions/panamacolombiasecurity/>.

## Sources:

*Export News*, Houston Export Assistance Center

*Export News*, Austin U.S. Export Assistance Center





## Executive MBA Trip to China

*(Continued from page 1).*



"The trip gave me a feeling of empowerment and it gave me the courage to try to reach my personal and professional goals. It also gave me an appreciation for other cultures and an opportunity to learn about the Chinese culture." - Laura Felusiak



"My overall experience was great! I know that I would not have received the same experience visiting China on my own. Thanks!" - Dietrick Tillis



"...(the trip) was a great experience. It was very interesting to see how the different industries in China do business... how some things were similar and others were different." - Amisha Dalwadi



*Executive MBA Director (on the right), Dr. Daniel Perez Liston, presenting a gift to representative with Creditease who hosted EMBA students.*

**Next Issue Available: September 2014**

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

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**CIBE** | <http://www.pvamu.edu/business/alumni-friends/center-for-international-business-education/>



## **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.



Prairie View A&M University  
College of Business  
P.O. Box 519; MS 2300  
Prairie View, TX 77446