



FROM EAST TO WEST, AND WEST TO EAST

NOVEMBER 17, 2006

FLORIDA INTERNATIONAL UNIVERSITY

UNIVERSITY PARK CAMPUS, GRAHAM CENTER 243

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9:30-11:00 AM - ASIAN INVESTMENT AND GLOBAL ISSUES

- ◇ Conducting Trade Negotiations
- ◇ Rise of China on the Global Stage
- ◇ Competition with Japan and South Korea
- ◇ Brazil and Other Connections

CARL CIRA, Director, Summit of the Americas Center at Florida International University

JAMES A. KILPATRICK, UM visiting professor, analyst on China and Latin America relations

11:00-12:30 PM - STUDENT PRESENTATIONS

12:30-2:00 PM - LEADERSHIP AND GLOBAL PERSPECTIVES

HENRYKA MANES, Co-Founder and CEO of the Fu Du Group

SUSAN FORD COLLINS, CEO of The Technology of Success

MISHA GOUSSEV, Banking Operations, Global Wealth Management

2:00-4:00 PM - ASIAN CULTURAL VALUES AND ENTREPRENEURSHIP

- ◇ Art of War: 36 Stratagems; Book of Five Rings, Bushido Code
- ◇ Zen, Daoist, Confucian Traditions as "Eastern Work Ethics"
- ◇ Doing Business with the Chinese

MARK MCNEILLY, Author of *Sun Tzu and the Art of Business: Six Strategic Principles for Managers*

BILL DIFFENDERFFER, CEO of Skybus Airlines and author of *The Samurai Leader*

MICHAEL ZIELENZIGER, UC Berkeley professor and author of *Shutting Out the Sun: How Japan Created Its Own Lost Generation*

STEVEN HEINE, FIU professor and author of *White Collar Zen: Using Zen Principles To Overcome Obstacles and Achieve Your Career Goals*

KAIHAN KRIPPENDORFF, FIU professor and author of *The Art of Advantage: 36 Strategies to Seize the Competitive Edge*



