



Culverhouse  
College of Business

# International Business Symposium, Spring 2019

**Monday, April 15th & Tuesday, April 16th**

**Learn:** About International Business from the Experts!

Companies include **Mercedes-Benz, SWJ Technology, Ford Motor Company, & R + L Global Logistics**

Keynote on ***Lessons Learned from a Career in International Business and Outlook for the Future***

Sessions on ***Global Auto Supply Chain, Business Diplomacy, Import/Export, & The Case for Global***

Workshops on ***Cross-Cultural Perspectives & Education Abroad***

**Earn: STEM PD Points - Up to 3 PD Points – 1 for each event attended**

- You must scan into each event with the ***UA Business LEAD event tracker app*** to get your PD points



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## 4 Steps to Attending the International Business Symposium

**STEP 1:** Examine schedule at [students.culverhouse.ua.edu/ib](https://students.culverhouse.ua.edu/ib) and choose events

**STEP 2:** RSVP for events on Handshake at [ua.joinhandshake.com/login](https://ua.joinhandshake.com/login)

**STEP 3:** Download the UA Business LEAD event tracker app (called Suitable) at [app.suitable.co](https://app.suitable.co) using your @ua.edu email – if you are [idean@crimson.ua.edu](mailto:idean@crimson.ua.edu), use [idean@ua.edu](mailto:idean@ua.edu) for the app

**Step 4:** Attend events and scan in with the LEAD app!

**NOTE:** You must scan into each event with the **LEAD app (Suitable)** to get your points!

**HELP:** With the LEAD (Suitable) app – email [support@suitable.co](mailto:support@suitable.co)

**HELP:** Questions and Issues – Jennifer Cooper at [jecooper@Culverhouse.ua.edu](mailto:jecooper@Culverhouse.ua.edu)



# Culverhouse College of Business

**MONDAY, APRIL 15, 2019**

TIME	SESSION	SPEAKER/GUEST	LOCATION
8:45-9:00 a.m.	Opening and Welcome	Kay Palan - Dean, Culverhouse College of Business	Alston Hall Parlor (4 <sup>th</sup> floor)
9:00-10:00 a.m.	Panel Discussion	Klaus Schanz - Senior Manager Procurement and Supplier Quality Nafta, Mercedes-Benz U.S. International Incorporated	Alston Hall Parlor (4 <sup>th</sup> floor)
	<b>Global Auto Supply Chain</b>	Wolfgang Kneer - President, SWJ Technology Francisco Codina - Group President (Retired), Ford Motor Company	
10:00-10:15 a.m.	<b>BREAK</b>		
10:15-11:15 a.m.	Presentation <b>The Intersection of Business and Diplomacy</b>	Mark Jackson - Honorary Consul of Japan, CEO and Chairman Moreson Conferencing	Alston Hall Parlor (4 <sup>th</sup> floor)
11:15-12:30 p.m.	<b>LUNCH</b>	Panel Members and Presenters	Alston Hall Parlor (4 <sup>th</sup> floor)
12:45-1:45 p.m.	Panel Discussion	Dana Smith - Logistics Training Manager, R+L Global Logistics	Alston Hall Parlor (4 <sup>th</sup> floor)
	<b>Import/Export Challenges</b>	Michael Brooks - Assistant Director, Alabama International Trade Center	
1:45-2:00	<b>BREAK</b>		
2:00-3:00 p.m.	Keynote Presentation <b>Lessons Learned From a Career in International Business and Outlook for the Future</b>	Francisco Codina - Group President (Retired), Ford Motor Company	Alston Hall, Room 30

**Learn More**  
[students.culverhouse.ua.edu/ib](https://students.culverhouse.ua.edu/ib)



# Culverhouse College of Business

## TUESDAY, APRIL 16, 2019

9:00-10:00 a.m.	Information Session - Study and Internships Abroad	UA Capstone International Education Abroad Representative	Alston Hall Parlor (4 <sup>th</sup> floor)
10:00-11:00 a.m.	Presentation <b>R + L Logistics: The Case for Global</b>	Rob Bowman - President, R + L Global Logistics	Alston Hall Parlor (4 <sup>th</sup> floor)
11:00-11:15	<b>BREAK</b>		
11:15-12:30 p.m.	Interactive Workshop <b>Cultural Perspectives in International Business</b>	Peter Magnusson - Professor of Marketing and Int. Bus	Alston Hall Parlor (4 <sup>th</sup> floor)
12:45-1:45 p.m.	<b>LUNCH</b>		
			University Club

***Learn More***

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