

Preparing for the Rebound:

Strategies for Success in Global Markets



The World Trade Center of Greater Philadelphia and
Drexel's LeBow College of Business present the:

7th Annual Global Business Conference

Wednesday, February 3, 2010
8:00am - 3:00pm

How the financial crisis has realigned regional economies and the strategies of companies that are prospering despite the financial slowdown.

Luncheon Keynote Address

U.S. Deputy Secretary of Commerce Dennis F. Hightower was appointed by President Obama after a 30 year career in global marketing, business strategy, and management. Mr. Hightower's experience includes leading a multi-billion dollar enterprise as president of Walt Disney Television & Telecommunications, serving on the Board of Directors for high-profile companies such as Accenture and Domino's Pizza, and decorated service in the U.S. Army as a Vietnam veteran. Mr. Hightower holds an M.B.A. from Harvard Business School, and B.S. and honorary doctorate degrees from Howard University.

Regional Realignments: A New Global Order

Our expert panel of speakers will present current developments in the Americas, Middle East, China, and India.

- "Crisis Aftermath: Response, Recovery, Results" - **Walter Bastian**, Deputy Assistant Secretary for the Western Hemisphere, International Trade Administration, U.S. Department of Commerce
- "The Changing Landscape of the Middle East: Opportunities for U.S. Firms" - **Bijan R. Kian**, Member, Board of Directors, Export-Import Bank of the United States
- "China and India: How real is the rebound?" - **Leo Abruzzese**, Editorial Director, Americas, The Economist Intelligence Unit

Rising to the Challenge: Success Stories

Panel Discussion on new technologies and growth drivers for the economic rebound:

- *Moderated by:* **Stephen Mullin**, Senior Vice President & Principal, Econsult Corporation
- *Nanotechnology:* **Philip Caldwell**, Associate Director, Technology Licensing Representative, Nanotechnology Commercialization Group, The Nanotechnology Institute
- *Renewable Energy:* **Peter J. Fontaine**, Shareholder & Co-Chairman, Energy, Environmental & Public Utilities Practice and Climate Change Practice, Cozen O'Connor
- *Regional Strengths:* **Anthony P. Green Ph.D.**, Vice President, Technology Commercialization: Life Sciences, Ben Franklin Technology Partners Southeastern Pennsylvania

Location

Drexel University
Creese Student Union Complex
Behrakis Grand Hall
3210 Chestnut Street
Philadelphia, PA 19104

Admission

WTCGP Members: \$125
Non-Members: \$150

REGISTER ONLINE

at www.wtcphila.org

For more information & sponsorship options, please contact Emily Olson at 215-586-4247 or eolson@wtcphila.org

Organized by:



Sponsored by:

Economist Intelligence Unit

The Economist

