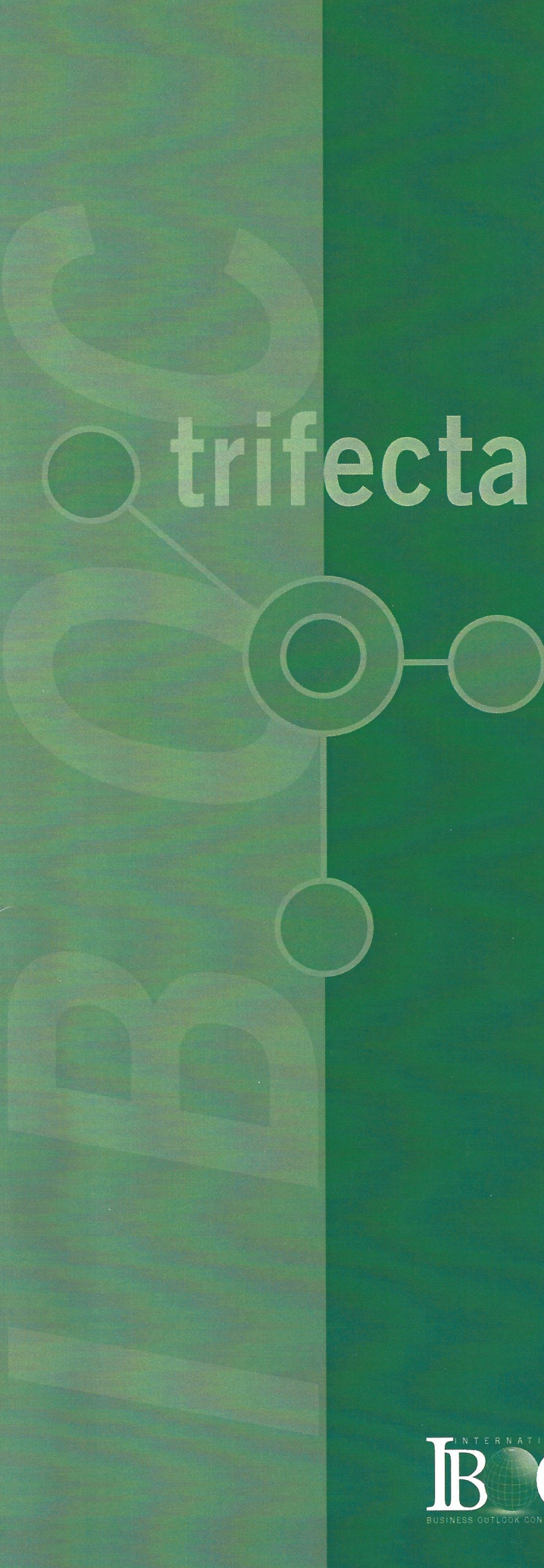




trifecta: International Business Outlook Conference

Washington University in St. Louis – Olin School of Business

THE CHARLES F. KNIGHT EXECUTIVE EDUCATION CENTER – ST. LOUIS, MISSOURI USA

*Hedging Your International Bets in the New Global Economy:
The Americas, The New European Community and The Pacific Rim*

Friday, April 16





8:00-8:45 – Breakfast/Registration

Location: Anheuser-Busch Dining Hall

8:45-9:00 – Opening Remarks

Speaker: Professor John Branch, Senior Lecturer in International Business, Olin School of Business

Location: Anheuser-Busch Dining Hall

9:00-9:15 – Moderator Address: India and China-A Business Outlook

Speaker: Joyce Barnathan, Assistant Managing Editor, *BusinessWeek*

Location: Anheuser-Busch Dining Hall

9:15-10:00 – Keynote Address: Balancing China's Potential with Global Manufacturing Needs

Speaker: Edward L. Monser, Chief Operating Officer, Emerson

Location: Anheuser-Busch Dining Hall

10:10-11:00 – Topical Session 1 (By Region)

Addressing Market Access Concerns and Compliance in China and Other Asian Countries

Speaker: Hank Levine, Deputy Assistant Secretary of Commerce for Asia-Pacific Policy, U.S. Department of Commerce

Location: Room 200, Knight Center

The European Union Enlargement and Its Implications

Speaker: Petros Sourmelis, Commercial Counsellor, Delegation of the European Commission

Location: Room 210, Knight Center

How to Play the Consumer Products Game in South America

Speaker: Lisa Weger, Vice President-Latin America, The Cartoon Network

Location: Room 211, Knight Center

11:10-12:00 – Topical Session 2 (By Region)

Strategic Equity Investments and Joint Ventures in China-The Tsingtao Deal

Speaker: James E. Schobel, Senior Vice President-Legal Affairs, Anheuser-Busch International, Inc.

Location: Room 200, Knight Center

How Changes in the European Union Affect Biotech and Pharmaceuticals

Speaker: Zahed Subhan, PhD, Chief Executive Officer, Nuevolution A/S

Location: Room 210, Knight Center

The Petroleum Industry in Brazil and Financial Implications for South America

Speaker: Gustavo Tardin Barbosa, Chief Financial Officer, Petrobras America, Inc.

Location: Room 211, Knight Center

12:00-1:00 – Lunch

Location: Anheuser-Busch Dining Hall

1:00-1:45 – Keynote Address: Wal-Mart Goes Global

Speaker: John Menzer, President and Chief Executive Officer, Wal-Mart International

Location: Anheuser-Busch Dining Hall

2:00-2:50 – Topical Session 3 (By Business Topic)

Removing Nightmares: Managing Currency Volatility, China's Peg (?) and an Uncertain Dollar

Speaker: Larry Kirschner, Senior Vice President, Wells-Fargo

Location: Room 200, Knight Center

Intellectual Property Rights – Gaining a Perspective

Speaker: Charles R. McManis, Professor of Law, Washington University School of Law

Location: Room 210, Knight Center

An Outlook on Global Security and Business Protection in Expanding Foreign Markets

Speaker: Michael S. Intravia, President, Allied Intelligence

Location: Room 211, Knight Center

3:00-3:50 – Topical Session 4 (By Business Topic)

Achieving Sarbanes-Oxley Success in an International Setting

Speaker: Eugene J. Bastedo, Vice President-Internal Audit, FedEx Corporation

Location: Room 200, Knight Center

Agricultural Consumer Preferences for Food Consumption

Speaker: Carl Hausmann, President and Chief Executive Officer, Bunge North America

Location: Room 210, Knight Center

Global St. Louis Resources at Your Disposal-A Panel

Speaker: World Trade Center-St. Louis, State of Missouri-Economic Development, United States Export Assistance Center, Small Business Administration

Location: Room 211, Knight Center

4:00-4:45 – Keynote Address: Setting the Standard for Global Competition: Good News for America's Economy

Speaker: Allan McArtor, Chairman, Airbus North America Holdings, Inc.

Location: Anheuser-Busch Dining Hall

4:45-5:00 – Closing Remarks

Speaker: Stuart I. Greenbaum, Dean, Olin School of Business

Location: Anheuser-Busch Dining Hall

5:00-7:00 – Reception for Attendees

Location: Anheuser-Busch Dining Hall