

Professor Joseph Cheng, Director
Illinois Global Business Initiative

Professor Gary Biddle, Dean
Faculty of Business and Economics

Proudly Present
An Illinois-HKU Global Business Forum

Strategic Positioning in
A New World Economic Order:
Asia-Pacific and Global Competitiveness

Date and Time: February 12 (Thursday), 2009: 9:00 a.m. – 5:30 p.m. (Registration starts at 8:15 a.m.)
Venue: Room 401, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong, China

By all indications, a new world economic order is now being formed and will soon emerge to shape future business conduct. To help decision makers navigate through this turbulent environment, we present an international group of expert speakers to “look” into the future and address the following questions:

- What are the key features (e.g., the role of government) of this new global order?
- How should enterprises prepare for the economic challenges ahead?
- What can nations do to position for enhanced international competitiveness?
- How can Asia-Pacific firms better leverage local assets to gain a competitive advantage?
- What strategic role can Hong Kong play for future advancement in the new world?

Who Should Attend: Senior corporate executives, government officials, management consultants, industry analysts, journalists, international investors, business owners, entrepreneurs, and strategic planners.

Speakers:

Dr. Joseph Cheng, *Professor, University of Illinois and Visiting Professor, The University of Hong Kong*
Dr. Anthony Cheung, *President, Hong Kong Institute of Education*
Dr. T.S. Chung, *Head, Invest Korea (South Korea)*
Dr. Andrew Delios, *Associate Professor of Business Policy, National University of Singapore*
Dr. Wolfgang Hapke, *President, Market & Business Development Asia-Pacific, BASF (Germany)*
Mr. Phil Ingram, *Senior Trade Commissioner, Austrade Hong Kong (Australia)*
Mr. Edward Leung, *Chief Economist, Hong Kong Trade Development Council*
Mr. Xiangming Liu, *Publisher and Editor-in-Chief, CEO&CIO (China)*
Dr. Francis Lui, *Professor of Economics, Hong Kong University of Science and Technology*
Dr. Hwy-Chang Moon, *Professor of International Business, Seoul National University (South Korea)*
Mr. Albert Ng, *Managing Partner, Far East Operations, Ernst & Young (US)*
Dr. Zhigang Tao, *Professor of Strategy and Economics, The University of Hong Kong*
Dr. Olaf Unterberdoerster, *Resident Representative Hong Kong, International Monetary Fund*
Dr. Geng Xiao, *Director, Brookings-Tsinghua Center for Public Policy (China)*
More speakers to follow.

Registration Fee (includes lunch, coffee breaks, and conference materials):

On-line: HK\$1,880 per person. On-site (pre-registration required): HK\$2,180 per person.

To register, please visit <http://www.business.illinois.edu/ba/igbi/> or email terrchan@business.hku.hk

Early registration before February 6 recommended. Seats are limited and on a first-come first-served basis.

Supporting Sponsors:

Emerald Publishing Group, Ernst & Young, Seoul National University, University of Newcastle, CIBERs at Ohio State University, Texas A&M University, UCLA, University of Colorado-Denver, University of Illinois.

For enquiries about sponsorship opportunities, please contact Prof. Joe Cheng by email: jlcheng@illinois.edu.

Note: Organizers reserve the right to make changes to the program or speakers due to unexpected events.