

Global Business Strategies Conference 2008

Monday, November 17, 2008 • Irvine Marriott Hotel

Assessing the Risks and Rewards of Global Business

7:30	8:00	Registration and Breakfast		
8:00	9:00	Breakfast		
8:00	8:10	Welcome	Dr. Andrew J. Policano <i>Dean</i>	The Paul Merage School of Business, UC Irvine
			Lucy Dunn <i>President & CEO</i>	Orange County Business Council
8:10	8:15	Introduction	Dr. Andrew Policano <i>Dean</i>	The Paul Merage School of Business, UC Irvine
8:15	8:45	Global Economy: What Role Could Orange County Play?	Mohamed Kande <i>Lead Director, Global Public Sector</i>	PRTM
8:45	9:00	Q&A		
9:00	10:30	Plenary I: Global Footprint	<i>Strategic issues of international business: assessing the risks and opportunities</i>	
9:00	9:15	Overview & Panel Discussion	Moderator: Michael Aghajanian <i>Managing Director & Conference Co-Chair</i>	PRTM
9:15	9:30	Operational challenge of going global	David Pyott <i>Chairman and CEO</i>	Allergan
9:30	9:45	Proactively managing global supply chain risk	John O'Connor <i>Director of Global Supply Chain</i>	Cisco
9:45	10:00	Supply chain, business security, decision points for companies	Stephen Marlow <i>Executive Vice President & Board Member</i>	Toshiba America Electronic Components & Center for Unconventional Security Affairs, UC Irvine
10:00	10:15	Global logistics and supply chain issues	Kate Gutman <i>Vice President, Marketing UPS Europe Region</i>	UPS
10:15	10:30	Panel Discussion and Q&A		
10:30	10:45	Break		
10:45	12:00	Plenary II: Global Public/Private Partnerships	<i>Accessing capital/funding and resources through government partnerships and agencies</i>	
10:45	11:00	Overview & Panel Discussion	Moderator: Wayne Gross <i>Partner & Conference Co-Chair</i>	Snell & Wilmer
11:00	11:10	Federal funding partnerships	Bijan Kian <i>Director</i>	Export Import Bank
11:10	11:20	Early stage grants	Thomas Hardy <i>Chief of Staff</i>	United States Trade Development Agency
11:20	11:30	State public private partnership	David Crane <i>Special Advisor, Jobs & Economic Growth</i>	Office of Governor Schwarzenegger
11:30	11:50	Panel Discussion		
11:50	12:00	Q&A		
12:00	1:15	Lunch		
12:20	12:30	Introduction of Keynote	Lucy Dunn <i>President & CEO</i>	Orange County Business Council
12:30	1:00	Keynote: "The Paradox of De-leveraging"	Paul McCulley <i>Managing Director</i>	PIMCO
1:00	1:15	Q&A		
1:15	1:30	Break		

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Orange County's Global Influence

Plenary III: Orange County's Global Influence			
1:30	3:15	Introduction to Plenary III & Speakers	Dr. Andrew J. Policano <i>Dean</i>
1:30	1:40	Seismic Shift in Global Consumerism	Robert E. Wollan <i>Global Managing Partner</i>
2:00	2:10	Orange County Economic Development Overview	Dr. Wallace Walrod <i>Vice President, Research & Communications</i>
2:10	2:15	Panel Moderator	Dr. Andrew J. Policano <i>Dean</i>
2:15	2:25	Surf & Skate <i>Costa Mesa is the global hub for the surf & skateboard industry manufacturers</i>	Steve Tully <i>President</i>
2:25	2:35	Medical Device <i>Irvine is the global hub for the leading heart valve manufacturers</i>	Mike Mussallem <i>Chairman and CEO</i>
2:35	2:45	Real Estate <i>As OC's housing market softens, companies are going international</i>	Aram Bassenian <i>Chairman and CEO</i>
2:45	2:55	Arts & Entertainment <i>OC is home to leading global arts, gaming & entertainment companies</i>	Ed Grier <i>President</i>
2:55	3:05	Panelists' Discussion	
3:05	3:15	Q&A	
3:15	3:30	Concluding Remarks	Andrew J. Policano Lucy Dunn
3:30	4:30	Reception for Speakers and Sponsors	