



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 | | |

Deleted: 10/30/2008



Global Strategies Conference 2008
Monday, November 17, 2008 • Irvine Marriott Hotel

| Orange County's Global Influence | | | | |
|----------------------------------|-------------|---|--|--|
| 1:30 | 3:15 | Plenary III: Orange County's Global Influence | | |
| 1:30 | 1:40 | Introduction to Plenary III & Speakers | Dr. Andrew J. Policano <i>Dean</i> | The Paul Merage School of Business, UC Irvine |
| 1:40 | 2:00 | Seismic Shift in Global Consumerism | Robert E. Wollan <i>Global Managing Partner</i> | Accenture |
| 2:00 | 2:10 | Orange County Economic Development Overview | Dr. Wallace Walrod <i>Vice President, Research & Communications</i> | Orange County Business Council |
| 2:10 | 2:15 | Panel Moderator | Dr. Andrew J. Policano <i>Dean</i> | The Paul Merage School of Business, UC Irvine |
| 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> | Quiksilver Brands for the Americas |
| 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> | Edwards Lifesciences <i>#1 heart valve company in the world with revenues of \$1B</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> | Bassenian Lagoni Architects <i>Masterplan communities in China, homes in Morocco</i> |
| 2:45 | 2:55 | Arts & Entertainment <i>OC is home to leading global arts, gaming & entertainment companies</i> | Ed Grier <i>President</i> | Disneyland Resort |
| 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 | | |