**The Asian Studies Program at Kennesaw State University**

*Summary of 2011 Achievements: Preview of future growth*

**Symposium on ASIA-USA Partnership Opportunities (SAUPO)**

**Time: April 8, 2011**

**Location: W Atlanta Midtown Hotel**

**Summary:** Over 300 executives, scholars, students and business leaders participated at the inaugural Symposium on Asia-USA Partnership Opportunities (SAUPO) at the W Hotel Midtown Atlanta on April 8. The event was organized by the Asian Studies Program at Kennesaw State University.

Highlighting the morning program was a panel discussion on Asian investments in the U.S. featuring Alex Gregory, President and CEO of YKK Corporation; Sandeep Dadlani, Vice President of Infosys Technologies; Tae In Kim, President of Kyosung Motors America and Henry Yu, President of Shanghai Bosun Capital Advisors.

Another panel sharing insights on foreign direct investments in Asia followed the discussion. Dr. John Endicott, President of Woosong University; Roger Neuenschwander, President of tvsdesign; Lisa Wallace, Corporate Marketing Manager of UPS and Jorge Frenandez, Vice President of the Metro Atlanta Chamber of Commerce presented a lively discussion on the economic development growth in Asia.

“SAUPO aims to provide a platform for diplomats, corporate executives, policymakers, academia and scholars to address critical issues and strategies related to business and communities in the era of globalization,” said Dr. May Hongmei Gao, Associate Professor of Communication, Asian Studies Coordinator and Chair of the SAUPO Planning Committee.

Educating a new generation of leaders with an Asia-Pacific focus
Some members of the SAUPO Planning Committee at the Registration Desk.

Afternoon session panels focused on topics such as marketing in foreign cultures, attracting inward investments, intercultural competencies, and educating next generation students on Asia. Highlighting the full day symposium was a keynote address by Patrick Santillo, Asia-Pacific, U.S. Commercial Service Regional Director, for the U.S. Department of Commerce.

A total of 11 international, national, and regional media agencies were in attendance and reported on this conference. The planning committee, chaired by Dr. May Gao, raised a total of over $57,000.00 for this conference, from both business and educational sponsors, and conference registration. This conference showcased KSU’s strength in Asian Studies and its influence on the global stage.

Many undergraduate and graduate students from KSU, Emory, Georgia Tech, UGA, Georgia State and other metro Atlanta area universities attended or volunteered for this event, and expressed their interest in the Asian Studies and other programs at KSU.

Over 15 speakers flew from Asia to Atlanta to attend the inaugural SAUPO conference. Here is a group from Japan, hosted by Dr. Don Amoroso of KSU.

The next SAUPO conference to be held on April 19, 2013, will build on this success.

2011 SAUPO Sponsors

Diamond sponsor:
- KSU College of Humanities and Social Sciences (CHSS)

Platinum sponsor:
- KSU Coles College of Business

Gold sponsor:
- KSU Institute for Global Initiatives
- KSU Bagwell College of Education
- KSU University College
- India, China, America Institute

Silver sponsor:
- Confucius Institute at KSU
- Grant Thornton LLP

Bronze sponsor:
- China Research Center
- Georgia Institute of Technology (CIBER)
- Touchmark National Bank
- KSU College of the Arts

SAUPO Partner:
- Intercultural Communication Institute & Kozai Group
- tvsdesign
- Chinese Business Associate of Atlanta
- Metro Atlanta Chamber of Commerce
- IHI Immigration Law Group
The Next Conference:
* 2013 SAUPO *

Friday, April 19, 2013
W Atlanta Midtown

Built upon the a resounding success of the inaugural 2011 conference, the 2013 Symposium on Asia-USA Partnership Opportunities (SAUPO) will be a 1-day conference on Friday, April 19, 2013 to be held at the W Atlanta Midtown hotel. SAUPO combines industry and academic speakers on the same panels:

- American Investment in Asia
- Asian Investment in Latin America
- Asian Automobile Companies Investment in the U.S.
- Asian Leadership Styles
- Attracting Asian Investment to the U.S.
- Communicating Effectively with Asians
- Educating Next Generation Americans on Asia
- Environmental Issues in Asia
- Food and Drug Safety in Asia
- Gender at the Workplace in Asia
- Social Media in Asia
- Asia and the World (Africa, Europe and Latin America)
- Asian Geopolitical Context: Challenges and Opportunities

For more information, please visit [http://www.kennesaw.edu/saupo](http://www.kennesaw.edu/saupo)

An audience of over 250, including KSU faculty, staff, students and community members attended this free public lecture, which focused on The Future of the Global Economy: The Role of China and India. Featured speakers were:

- Mr. Sandeep Dadlani, VP of Infosys, America
- Mr. Nitin Shah, Chairman & CEO, Embassy National Bank, and co-founder of hotels.com
- Mr. Henry Yu, SVP, East West Bank
- Dr. Jagdish Sheth, Emory University, ICA Institute
- Dr. Ilan Alon, Rollins College, Harvard University
- Dr. Penny Prime, Mercer University, China Research Center
- Dr. Ashok Roy, AVP and CFO of KSU
- Dr. Wesley Johnston, GSU

Mr. Sandeep Dadlani, the VP of Infosys America, addressed the audience about the corporation’s large scale training facilities in China. Nitin Shah, chairman and CEO of Embassy National Bank, and co-founder of the hotels.com website predicted "boundless opportunities" in his native India if it can overcome heavy bureaucracy and a lagging infrastructure. He pointed out that the country’s legal system is hindering growth in hospitality and other sectors.
Dr. Roy with organizers, speakers and ASAB members at the workshop

Dr. Jagdish Sheth of Emory University, agreed that India should create a more hospitable environment for foreign investors. But he argued that India’s tends to be informal and opaque, in contrast to the American system of lobbyists and political action committees. Harvard University’s Dr. Alon challenged the idea that growth could continue unabated in the face of bad governance.

The workshop, sponsored by the College of Humanities and Social Sciences, was well received. Many faculty and students from other KSU colleges, such as Coles College of Business and Bagwell College of Education also attended.

KSU Asian Studies Advisory Board

Established on September 22, 2011

Summary: On September 22, 2011, the Asian Studies Program at Kennesaw State University hosted a public forum on the future of the global economy’s impact on China and India. At the end of this forum, a 20-member Asian Studies Advisory Board (ASAB) was founded to oversee growth of the program. The ASAB includes prominent business and academic leaders in the metro Atlanta region and beyond. The board will help to foster the growth of the KSU Asian Studies Program and educate and shape next generation Americans into well-rounded global citizens. Ms. Shelly Riera, the Multicultural Advertising Director of AT&T, is honored as a board member.
The 20 ASAB members include top executives and renowned scholars from the business and academic community in metro Atlanta and beyond.


KSU Asian Studies Delegation Visit to Kia Motors

Time: November 4, 2011

Location: Kia Motors U.S. Production Base, West Point, GA

Summary: On Friday, November 4th, 2011, in West Point, Georgia, Mr. Keun Sik Kim, Senior Vice President of Kia Motors Manufacturing Georgia, Inc., hosted a visit by a delegation from Kennesaw State University (KSU), organized by KSU’s Interdisciplinary Studies Department Asian Studies Program.

Expanding on 2,200 acres of land, the Kia manufacturing base is equipped with state-of-the-art robots, assembly lines, and testing equipment. According to Mr. Kim, the plant currently produces 59 vehicles per hour, or 300,000 vehicles per year. A $100 million upgrade will be completed in 2012 and bring the production capacity to 68 vehicles per hour, or 360,000 vehicles per year, with three shifts of workers operating 24 hours per day. The plant employs 3700

The delegation included 24 professors and directors from the College of Humanities and Social Sciences (CHSS), the Coles College of Business, the Bagwell College of Education, the Institute for Global Initiatives, the Confucius Institute and the ICA Institute.

Dr. Thierry Leger, Associate Dean of the College of Humanities & Social Sciences, accompanied by Dr. May Gao, the Asian Studies Coordinator, led the delegation to West Point, GA, where Kia’s American automobile manufacturing facility is located.

Next picture: Mr. Alex Gregory, President & CEO of YKK Corporation American receiving an ASAB plaque from Dr. Ashok Roy, AVP and CFO of KSU.

Here, Dr. Gao and Dr. Leger presenting a KSU flag to Mr. Kim, Senior VP of Kia Motors.
workers, and most of them are Georgians.

Dr. Barry Morris, Vice Provost for Global Engagement & Strategic Initiatives anticipates a long-term partnership with Kia that will create privileged study abroad, internship and scholarship opportunities for KSU students with an interest in Asian Studies.

"It was a great honor for us to be invited by Kia officials to visit their manufacturing plant. We anticipate many Asian-owned companies in the U.S., such as Kia to provide support for our Asian Studies program as we educate KSU students to be more globally competitive, especially with regard to knowledge about Asia," said Dr. Gao. Dr. Heeman Kim, an Affiliated Asian Studies faculty at KSU, initiated the visit. Dr. Kim was born and raised in Korea and has strong connections with the Korean American community here.

BA in Asian Studies 
(to be proposed):
We are working to propose a new Bachelor of Art in Asian Studies, an interdisciplinary degree that will help educate next-generation Americans with an Asia-Pacific focus. Students completing a BA in Asian Studies may find their knowledge of Asia competent for professional careers in business, international law, international relations, government, journalism, education, international public health and employment with NGOs. In addition, students with a BA in Asian Studies may pursue graduate study that permits specialization in Asia. Here, KSU faculty and ASAB members were discussing the curriculum at the SAUPO Workshop on September 22, 2011 at KSU Center.

With a focus on “Contemporary Asia,” the BA in Asian studies at Kennesaw State University will be a unique interdisciplinary program that draws on the institutional resources and connection of KSU and the greater Atlanta area to provide students an opportunity to engage in a well-rounded understanding of Asia. It will provide students with resources to learn Asian languages and cultures, to travel and study in Asia on study-abroad and internship programs, and to prepare for a career that entails a cross-cultural understanding of Asia, the U.S. and the world.

Asian Studies Graduate Certificate Program (to be proposed):
With the support of CHSS Associate Dean Karim Ismaili, we are engaged in a discussion among KSU Asian Studies affiliated faculty and KSU Asian Studies Advisory Board members about proposing a 15-credit Asian Studies Graduate Certificate Program, which will complement existing graduate programs, to educate global leaders with a deeper knowledge on the fast-growing Asia Pacific region.

Agenda for 2012
• Planning for SAUPO 2013
• Fundraising for the Asian Studies Program and SAUPO
• Proposing BA in Asian Studies
• Creating the Asian Studies Graduate Certificate Program
• Assisting the Department of Communication in Receiving a study abroad student delegation from Shanghai International Studies University, China
• Other educational and community outreach initiatives

Asian Studies Program: http://asianstudies.hss.kennesaw.edu
SAUPO conference: http://www.kennesaw.edu/saupo
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