



Collaboration in the Age of Globalization: The Wisconsin Model

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UW-Whitewater
GBRC: Brief Profile

1997,2004, 2006, 2009 BIE 6B Grant Funding Results Over Time

- Business outreach service for southeastern WI
- International course integration into College of Business Core
- Travel Study Courses (Japan, China, India, Vietnam, Poland)
- E-Business Training Certificate Program (2001-4)
- Emerging Markets Program (China, India 2003, 2004, 2007)
- Governors Export Award 1999 & in 2005 for EMP China program
- Global Business Professional Training Program (CGBP)
- Global Collaboration Tools & Techniques
- Wiser Training (Research database)



UW-Whitewater
GBRC: Portfolio of Activities

Past, present, future


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UW-Whitewater
GBRC: Portfolio of Activities


Past, present, future

- Business Innovation
- Branding & Brand Personalities
- Diversification of IP to other markets
- Global Mentors Program
- Executive Shadowing Program
- International Speaker Series
- Travel Study programs
- Student Internships Program
- Video Archives Program




UW-Whitewater
GBRC: Key Accomplishments

- 2010 Cabinet formed to replace former Advisory Board
 - Goal - Bring in funding
 - Student/faculty projects
 - Consulting services from cabinet members
 - Built in PR
- 2010 (March) Partnership Agreement signed with the WI Department of Commerce- Bureau of Export Services
- 2010 Working relationship began with UW-Eau Claire
- 2011 (Jan) International Minor Approved



UW-Whitewater
GBRC: Future Directions

- Blackthorne Capital Management
 - ISRA signed – Industry Sponsored Research Agreement
 - 30 month \$2.5 million dollar commitment
 - Goal: To launch a Managed Futures fund based on cutting edge technology and research
- EDA Grant – State of Ingenuity
 - UWW received \$5.9 million grant for 9 partners across 6 counties (WI -4 and IL-2)
 - GBRC to provide global services in training, research and networking



Wisconsin Department of Commerce Global Partnership Services (GPS)

GPS promotes awareness and provides local organizations international business activities to share with their companies and to promote international business growth.

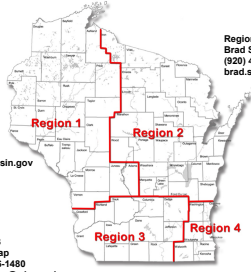


Global Partnership Services

- Designed for
 - Colleges and Universities
 - Chambers of Commerce
 - Economic Development Agencies
- To provide
 - Regional analysis of international business potential
 - International educational and training programs
 - One-on-one consultation with local firms
 - International business element to existing business programs



Export Development Managers



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WI International Office Locations



GPS Partners

■ Chippewa County Economic Development Corporation	■ Racine County Economic Development Corporation
■ Dane County Economic Development Corporation	■ UW-Eau Claire
■ Fox Valley Technical College	■ UW-Madison CIBER
■ Lakeshore International Networking & Knowledge Exchange (LINKe)	■ UW-Oshkosh
■ Momentum West	■ UW-Platteville
■ Northcentral Technical College	■ UW-Whitewater Global Business Resource Center
■ Northeast Wisconsin International Business Program	■ Waukesha County Technical College
■ Northwest Wisconsin Manufacturing Outreach Center	■ Waupaca County Economic Development Corporation & Chamber of Commerce


University of Wisconsin-Eau Claire

- Northern Wisconsin International Trade Association established 2008
- NWITA provides an array of services for the local business community
- To create, develop, and implement programs, and services to enable SMEs in Northern Wisconsin to compete in international markets
 - student internships
 - workshops and seminars in collaboration with UW-Eau Claire's Continuing Education Division and the Bureau of Export Development




UW-Eau Claire
Collaborations

- Stronger linkage between business and education, allowing us to link University, regional business, and international business organizations
- Expanded the capacity of NWITA to deliver outreach activities through new partnerships with the Midwest Global Trade Association (MGTA)




UW-Eau Claire
Deliverable Products: Example

- Technology-based outreach services
- Development of international business modules
 - Export Elements 101
 - Export Elements 102
- Will be followed by Importing modules



UW-Eau Claire
Collaboration

- Delivering educational programming (India, China)
- Partnership with Commerce and Bureau of Export Development
- NWITA and Bureau of Export Development provide references to each other when advising businesses



UW-Eau Claire
Collaboration beyond Wisconsin

- Midwest Global Trade Association
 - has members from all Midwestern states
 - headquartered in Minneapolis
- Export modules delivered by a MGTA member who offered programming for NWITA
- Digitizing/online resources provided by UW-Eau Claire
- Delivery of program by Continuing Education
- Bureau of Export Development is a partner, aligns well with a recent STEP grant RFP by the SBA

