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A Free Resource for Teaching, Education, and Training

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Expertise in International Business

• The Broad College of Business has 75 business professors with expertise on IB and trade topics who are natives of 22 different countries.

• Both undergraduate and graduate programs in IB are ranked in the top 20 nationally (US News).

• Most productive IB research faculty in the world (Management International Review, 2004; International Business Review 2010).

• Most editorial influence in the world (Journal of International Business Studies, 2005).

• The International Business Center is the headquarters to the Academy of International Business, and also maintains the online presence of all CIBER programs and all BIE programs for the U.S. Dept. of Education.
“CIBERs were created to increase and promote the nation’s capacity for international understanding and economic enterprise.”
MSU International Business Center

70 Unique Projects
- Export Assistance
- Community Colleges
- Minority-Serving Institutions
- U.S. Department of Commerce Affiliate
- International Trade Center of Mid-Michigan
Michigan Export Growth Program (MEGP)

- Pro bono consulting services to Michigan businesses interested in international trade opportunities
- Student teams conduct research & compile reports for each company
- Financed by a grant from the Ford College Community Challenge

Michigan State University - International Business Center
7 Eppley, East Lansing, MI 48824
Phone: 517-353-4336 – Fax: 517-432-1009
Web: http://global.broad.msu.edu/megp/
• Started out in 1995. Relaunched as globalEDGE in 2001
• Integrated into many leading textbooks
• Most content accessible for free (except diagnostic tools)
Web: http://globaledge.msu.edu/
– **Resource Desk** - more than 5,000 online resources
– **Countries** - a wealth of information on 200 countries
– **Industries** - news, events, & stats on 20 industries
– **States** - trade information on all 50 states
– **Blog** - insight and analysis of current IB events
– **Academy** - extensive teaching and learning resources
– **Diagnostic Tools** - decision-support tools for SMEs looking to export

(only for-fee content on the site)
Global Resources

A rich collection of thousands of international business resources selected based on content and usability. This section also includes our proprietary Market Potential Indicators and the Database of International Business Statistics. Each resource has been selected and reviewed by the globalEDGE™ Team. One convenient location - all global resources!

Search Resource Desk:

> New and Updated Sites <

Research
- Multi-Country
- Statistical Data Sources
- Rankings
- Government Resources
- Organizations

Current Topics in IB
- Globalization
- Regional Trade Agreements
- Outsourcing
- Corporate Governance
- Social Responsibility
- Security & Risk

News & Periodicals
- Global News
- Regional News
- Publications

> Category Descriptions <

Reference
- Standards & Conversions
- Culture
- Travel/Living Abroad
- Language Tools
- International

Trade
- Trade Law
- Trade Portals
- Trade Tutorials
- Trade Leads
- Shows & Events
- Company Directories
- Logistics

Money
- Stock Exchanges
- Banks
- Finance

Highlights

Use the Database of International Business Statistics for FREE access to valuable and current international market data.

State insights is a comprehensive database of statistical and descriptive data for all 50 states.

Read the latest newsletter from globalEDGE.

Join 42,067 registered users and be a part of the globalEDGE Reboot!

Quick Poll

Cocoa farmers have very volatile income due to the ever-changing price of cocoa. What could be done to provide these farmers with more security?

- Diversify client base by marketing to emerging markets.
- Encourage scientists to help farmers plant more effectively.
- Limit speculation by commodities traders.
- Decrease government regulations.

Submit

View Poll Archive | View Poll Results
For centuries China stood as a leading civilization, outspacing the rest of the world in the arts and sciences, but in the 19th and early 20th centuries, the country was beset by civil unrest, major famines, military defeats, and foreign occupation. After World War II, the Communists under Mao Zedong established an autocratic socialist system that, while ensuring China's sovereignty, imposed strict controls over everyday life and cost the lives of tens of millions of people. After 1978, MAO's successor Deng Xiaoping and others focused on market-oriented economic development and by 2000 output had quadrupled. For much of the population, living standards have improved dramatically and the room for personal choice has expanded, yet political controls remain tight.

Key Facts
- **GDP (PPP) per capita**: $16,071.00 (2005 est.)
- **Inflation Rate**: 1.90% (2005 est.)
- **Population**: 1.34 billion (2005 est.)
- **Country Risk Ratings**: A0
- **Ease of Doing Business Rankings**: 92 out of 181 (2005 est.)
- **Global Competitiveness Report**: 47.4 (29 out of 133) (2005 est.)

**Country Map**

**Country Risk**

**Language**
- Standard Chinese or Mandarin (Putonghua, based on the Beijing dialect), Yue (Cantonese), Wu (Shanghainese), Minbei (Fuzhou), Minnan ( Hokkien-Taiwanese), Xiang, Gan, Haka dialects, minority languages

**Calling Code**: 86
**Voltage**: 220

**Religions**: Buddhist, Christian 3%-4%, Muslim 1%-2%, note: officially atheist

**globalEDGE exclusive**

Online Course Module: Doing Business in China

**quick links**
- China: Country Commercial Guide
- China: World Bank Doing Business Indicators
- China: Economist Country Briefing
- China: BBC Country Profiles
- China: MSU Global Access

**gE Network**

There are 939 members in the gE network for this country.
China Trade Statistics

Global Exports in 2008 by China

<table>
<thead>
<tr>
<th>Exports To</th>
<th>Trade Value</th>
<th>Share (%)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>237,644,394</td>
<td>19.12</td>
<td>80.00</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>174,031,763</td>
<td>14.00</td>
<td>72.53</td>
</tr>
<tr>
<td>Japan</td>
<td>100,138,772</td>
<td>8.78</td>
<td>48.47</td>
</tr>
<tr>
<td>Korea</td>
<td>71,256,512</td>
<td>5.73</td>
<td>156.21</td>
</tr>
<tr>
<td>Germany</td>
<td>52,911,323</td>
<td>4.26</td>
<td>122.73</td>
</tr>
<tr>
<td>Netherlands</td>
<td>42,779,142</td>
<td>3.44</td>
<td>131.00</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>33,351,967</td>
<td>2.68</td>
<td>122.84</td>
</tr>
<tr>
<td>Russia</td>
<td>31,159,896</td>
<td>2.51</td>
<td>242.60</td>
</tr>
<tr>
<td>Singapore</td>
<td>30,239,066</td>
<td>2.43</td>
<td>136.34</td>
</tr>
<tr>
<td>India</td>
<td>30,040,596</td>
<td>2.42</td>
<td>406.23</td>
</tr>
</tbody>
</table>

Trade Value in (thousands)
The "Ranking Countries" tool may compare statistical data in a visual manner across different countries. globalEDGE is not responsible for the accuracy of the results obtained. The source of all the information is *The CIA World Factbook*.

Select Year: 2009

Select Statistic: Inflation Rate

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank by: ascending</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Seychelles</td>
<td>34.00</td>
</tr>
<tr>
<td>2 Afghanistan</td>
<td>30.60</td>
</tr>
<tr>
<td>3 Venezuela</td>
<td>27.30</td>
</tr>
<tr>
<td>4 Kenya</td>
<td>20.50</td>
</tr>
<tr>
<td>5 Ghana</td>
<td>19.80</td>
</tr>
<tr>
<td>6 Sao Tome and Principe</td>
<td>19.00</td>
</tr>
<tr>
<td>7 Iran</td>
<td>16.80</td>
</tr>
<tr>
<td>8 Congo, Democratic Republic of the</td>
<td>16.70</td>
</tr>
<tr>
<td>9 Eritrea</td>
<td>15.50</td>
</tr>
<tr>
<td>10 Turkmenistan</td>
<td>15.00</td>
</tr>
<tr>
<td>11 Pakistan</td>
<td>14.20</td>
</tr>
<tr>
<td>12 Russia</td>
<td>12.90</td>
</tr>
</tbody>
</table>
Encompassed by four of the five Great Lakes, the Midwest state of Michigan has the world’s largest freshwater coastline. The state consists of an “upper” and “lower” peninsula connected by the five-mile-long Mackinac Bridge. Michigan is known as the birthplace of the automobile industry and as the home of the Big Three automakers: Chrysler LLC, General Motors Corporation and Ford Motor Company.

Fierce competition from foreign automakers in recent decades has caused a decline in the American auto industry. The ensuing loss of domestic market share and Michigan’s over-reliance on the auto industry has caused the state economy to perform below the national average in recent years. Despite the decline, the auto industry still provides hundreds of thousands of jobs and billions of dollars to the state economy. Michigan is ranked first among the states in production of motor vehicles and parts.

Michigan is now attempting to diversify the economy of the state by focusing on life sciences, alternative energies, advanced automotive manufacturing, and homeland security and defense. It is also a leader in many other manufacturing and processing lines, including prepared cereals, machine tools, airplane parts, refrigerators, hardware, and furniture.

**Key Facts**

- **Per Capita Real GDP**: $32,601 (Rank 37/50 (2007))
- **Population**: 10,003,422 (Rank 8/50 (2008))
- **Per Capita Personal Income**: $33,847 (Rank 27/50 (2006))
- **Unemployment Rate**: 13.30% (Rank 50/50 (2006))
- **Sales Tax Rate**: 6.00% (Rank 9/50 (2009))
globalEDGE – Industry Profiles

Industries

Industry Profiles is your source for information, news, events, and statistical data for your industry. In addition to a wealth of indices, risk assessments, and interactive trade information, a wide array of global resources, corporations, and globalEDGE network members is available.

- Aerospace and Defense
- Agriculture
- Apparel and Textiles
- Business Services
- Chemicals
- Construction
- Consumer Products
- Energy
- Financial Services
- Food and Beverage
- Healthcare
- Hospitality and Travel
- Industrial Manufacturing
- Media and Communications
- Mining, Minerals, Metals
- Pharmaceuticals
- Public Services
- Retail
- Technology
- Transport Manufacturing

Highlights

- Check out the globalEDGE Business Review for articles dealing with a variety of international business management issues.
- Plan a trip to one of the International Business Conferences posted in Academy. Or, find an event by industry.
- Read the latest newsletter from globalEDGE.
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Transport Manufacturing

The transport manufacturing industry is composed of companies that manufacture vehicles, vehicle parts, and the infrastructure that supports them. This business of planes, trains, and automobiles plays an important role in sustaining the global nature of the lives most people lead—selling products made all over the world to local retailers.

There are 3,156 members in the GE Network for this industry.

The Transport Manufacturing industry is fragmented. The production in this industry is divided among a few different companies. However, no single firm has large enough share of the market to be able to influence the industry’s direction or price levels.

**Primary Demand Drivers:**
- Domestic manufacturing output
- Levels of international trade
- Outsourcing of logistics services

**Profitability Drivers:**
- Efficient operations
- Intensive relationships with shippers and carrier networks
- Covering all modes of operations (transport, warehousing, handling, packaging, labeling and assembling)

**Production Requirements**

- **Capital Intensive**
  - Large amount of land, physical structures and/or equipment is used; high financial requirement
  - Automated with high capital intensity

- **Capital Averse**
  - Small amount of land, physical structures and/or equipment is used
  - Labor work done by human beings

- **Automated**
  - Mechanical process for manufacturing or production

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The image contains a detailed analysis of the transport manufacturing industry, including its market size, key drivers, and production requirements. The industry is noted for its fragmentation, with no single company holding a significant market share. The primary demand drivers include domestic manufacturing output, international trade levels, and outsourcing of logistics services. Profitability is influenced by efficient operations, strong relationships with shippers and carriers, and coverage across all modes of transportation.

Production requirements vary significantly, with some aspects being capital-intensive (requiring large investments in land, physical structures, and equipment), while others are more labor-intensive. The image also highlights the importance of automation in managing the complex logistics and manufacturing processes within the industry.
Exotic Crops Lead to Increased Trade
by Sarah on Wednesday, July 07, 2010 - 11:59:09 AM EST

We all need vegetables in our diets, and many people also base their entire business on these healthy foods. Research from the University of Massachusetts shows that the United States vegetable industry is beginning to be heavily influenced by other regions. This is good news for farmers all over the world. Supermarkets and restaurants are looking to expand their markets by offering more exotic options. Areas like Africa, Asia and Latin America produce several exotic vegetables that the United States has started to take interest in. This could help smaller countries who are heavily dependent on agriculture and are looking to increase their exports.

Filed under: United States - United Kingdom - Food and Beverage Industry

Business Booms in Japan
by Amanda on Tuesday, July 06, 2010 - 12:10:45 PM EST

Japan has received good news. There are now more optimists among Japanese manufacturers for the first time since 2008. Japan has the world’s second largest economy, and things are starting to look up as the country has struggled in past years to overcome its financial slump. One of Japan’s key banks released a report which showed that business manufacturers are improving for the fifth straight quarter, as exports such as gadgets, cars, and other goods are on the rise. The number of businesses reporting that conditions are good is higher than those reporting unfavorable situations, allowing Japan to look forward to future growth.

Filed under: Japan - Economy

More Action in Africa
by Amanda on Friday, July 02, 2010 - 3:31:30 PM EST

A lot of activity has been taking place in Africa lately. The World Cup has been drawing constant attention to Africa, and recently five east African countries made history by forming a common market called The East African Community (EAC). Kenyan President Mwai Kibaki launched the EAC this week with Kenya, Tanzania, Rwanda, Burundi, and Uganda all agreeing to take part in the effort. This agreement will better allow people, products, and capital across borders, leading to improved trade and employment opportunities.

Filed under: Africa - Burundi - Kenya - Rwanda - Tanzania - Uganda - Free Trade
Are you a professor looking to design a class? Perhaps a graduate student seeking research tools such as conferences on the global economy. Are you a professional who is in need of some detailed research and academic publications on business conditions in the emerging market of China? The answer to these academic and research-oriented questions can be found in this, which provides international business-focused resources that cater to the needs of teachers, researchers, and graduate students.

> New & Updated Sites <

Course Content
- Online Course Modules
- Course Syllabi
- Language Guides
- Textbook Publishers
- Video Depositories
- Case Depositories
- Exercises & Simulations
- Plagiarism

Announcements
- Conferences
- Faculty Development
- Call for Papers
- Grant Opportunities

Career Resources
- globalEDGE Job Bank
- Job Posting Sites
- Career Advice
- University HR Sites

Research
- Academic Publishers
- Paper Depositories
- Journals
- Professional Orgs.
- Mailing Lists

Program Resources
- Int'l Internships Directory
- Int’l Business Programs Directory

Community College
- Programs
- CC Course Syllabi
- CC Grants
- CC Conferences
- CC Organizations
- Internationalization Resources
- Business Writing Resources

Highlights
- Online Course Modules feature a variety of different issues pertaining to global business.
- Check out the globalEDGE International Business Blog for our latest thoughts on global business.
- Read the latest newsletter from globalEDGE.
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This section provides interactive educational tools for use in the classroom or in executive training. These modules focus on multiple areas pertinent to international business and most modules include cases or anecdotes, a glossary of terms, quiz questions, and a list of references where applicable. Partially funded by a U.S. Department of Education Title VI B grant, the modules are also excellent resources to prepare for the Certified Global Business Professional Credential.
The World is Open for Business
Developing An Export Strategy
Export Advice
Developing a Marketing Plan
Methods and Channels
Finding Qualified Buyers
Using Technology Licensing and Joint Ventures
Preparing Your Product for Export
Exporting Services
International Legal Considerations
Going Online: E-Exporting Tools for Small Businesses
Shipping Your Product
Pricing, Quotations, and Terms
Methods of Payment
Financing Export Transactions
Business Travel Abroad
Selling Overseas and After-Sales Service
BONUS MODULE: Analyzing a Company’s Ability to Export

“Sourcing and selling goods around the world has never been easier, and more and more small U.S. businesses are competing and winning in the global economy. *A Basic Guide to Exporting* is a great source for anyone preparing to do business or to increase their sales overseas. We strongly recommend it to our customers.”

Frederick W. Smith
President, Chairman, and CEO
FedEx Corporation
The original EU member countries have a shared history dating to the European Coal and Steel Community. In 1952, Belgium, France, West Germany, Italy, Luxembourg, and the Netherlands founded the ECSC, thus becoming the founding fathers of the European Union.
Bulgaria and Romania join the EU, bringing the total membership to 27.
Doing Business in Central Asia

Why Do Business in Central Asia?

Business Culture in Central Asia

Business Tactics in Central Asia

Constraints to Doing Business in Central Asia

Doing Business in Kazakhstan
Which of the five Central Asian nations discussed in this section possesses a number of rare elements such as bismuth, radium, and arsenic?

- Tajikistan
- Turkmenistan
- Uzbekistan
- Kyrgyzstan
- Kazakhstan
Quiz: Doing Business in Central Asia Section 1

Question 1 of 4: Incorrect

Which of the five Central Asian nations discussed in this section possesses a number of rare elements such as bismuth, radium, and arsenic?

- Tajikistan
- Turkmenistan
- Uzbekistan
- Kyrgyzstan
- Kazakhstan
Select a term:

Asian Development Bank

Commonwealth of Independent States

International Monetary Fund

Turkic

Asian Development Bank

Based in Manila, the Asian Development Bank is a multilateral finance institution that promotes economic and social progress in the Asia-Pacific region.
globalEDGE Diagnostic Tools

Four decision support tools for SMEs:
- CORE – Company Readiness to Export
- Freight – evaluate freight forwarders
- Partner – evaluate potential partners
- Distributor – evaluate potential distributors
Coming Summer of 2011…

Long Overdue Redesign

• Focus on usability enhancements
• More visual elements to provide context
• Interactive charts and graphs
• Better search engine

New Content

• Export FAQs
• Regional Blocs
THANK YOU!

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