

NEWS RELEASE.

Wilfrid Laurier University



Business in Asia focus of municipal affairs seminar

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WATERLOO, Ontario - Wilfrid Laurier University will host a public seminar on municipal affairs on **Wednesday, February 12, 9:00 a.m. until 12:00 noon in the Paul Martin Centre.**

"Contact not Contract: The Culture of Doing Business in Asia," will bring together educational, municipal, and business leaders to discuss commerce overseas, as well as to share thoughts and experiences about the recent Team Canada trade mission.

Keynote speaker is Dr. Lorna Wright, Director of the Centre for Canada-Asia Business Relations at Queen's University school of business. Dr. Wright has worked around the world, including 11 years in various organizations in Thailand, Indonesia and Japan. She is a member of the editorial board of the Journal of Asian Business, and was national chair of the Canada Indonesia Business Council. She has written several papers and cases on negotiating in Asia and international management. Wright will begin her remarks at 9:35 a.m.

Following Wright's presentation, a panel of representatives from the recent Team Canada trade mission to Asia will share their experiences. Panelists include: student representative Bipasha Choudhury, a graduate student at the University of Waterloo; Ron Simmons, president of Waterloo Furniture Components; and K. C. Vasudeva, president and chief executive officer of Maxtech Metal Products Inc. The panelists will speak at 10:30 a.m. with open discussion to follow.

The seminar has been organized by Dr. Richard Christy, a professor of sociology at Laurier and mayor of Kitchener. The seminar is free and open to the public.