



Faculty of Business Administration

SEMINAR SERIES No. 13/1112 *International Business*

“Country & Industry Matching for Trade & Investment Opportunities”

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Abstract

During the current Global Financial Crisis, Companies are having serious problems on exporting their products and searching for good overseas investments. This talk will give an overview on the techniques of conducting “Country” and “Industry” Analyses, through the time-proven, practical and strategically applied PESTS & SWOT Analytical Tools. A case study power point presentation on Health Care Investment Potentials in Malaysia’s “Iskandar Development Region” will be discussed. At the end of the talk, participants should be able to comprehend the simple, yet effective tools of matching countries with specific products/industries. They would hopefully be able to see that “loom of light” exists for some businesses during this period of global economic downturn.

Date: February 21, 2012 (Tuesday)

Time: 10:00 – 13:00

Venue: ILG 131

ALL ARE WELCOMED

A Short Biography of Adrian Villanueva

Adrian Villanueva, has been involved in international business for over 40 years, managing business divisions of 4 International Corporations in Singapore and in the region, and running his own firm "Advill Consultancy". He specializes in country & business analyses, and cross-cultural negotiations, and has conducted training and consultancy projects for MNCs and SMEs in Asia. He was also a part-time lecturer for RMIT, Curtin, Newcastle (Australia) and UK Strathclyde and Nottingham Universities, for graduate and post-graduate programs. He was a visiting IB lecturer at the University of Macau, and a Seminar Leader of the MBA Centre, Sun Yat-Sen University in 2005 and 2006. His last part-time lecturing appointment (which lasted 18 years) was in 2010, with the NUS Extension-MIS Post-graduate professional diploma course. He currently conducts training and consultancy projects that interest him. Adrian was invited by the International Enterprise (IE) Singapore - the former TDB, to design course materials & conduct training for SMEs on "Export Marketing & Negotiation Skills" in late 2010.