

INTERNATIONAL BUSINESS CONFERENCE



NAVIGATING THE ASIAN SUPPLY CHAIN:
OPPORTUNITIES AND CHALLENGES

2025



MARCH 3 | 9:00AM - 8:30PM | ALUMNI HALL
Northeastern Illinois University - Main Campus



**Check out
our website**

neiu.edu/ibc

CONFERENCE

9:00 AM

Welcome Remarks and Introduction

Qiumei Jane Xu, Associate Dean and Professor,
NEIU College of Business and Technology

9:25 AM

Changing Asian Supply Chains – What Global Companies Are Doing Now

Rosemary Coates, Executive Director, *Reshoring Institute*

10:50 AM

Leveraging Resources for International Growth

Keith Schlegel, Export Finance Manager, *SBA Office of International Trade*

12:15 PM

AI and the Supply Chain... and Beyond

Rich Gendon, Managing Director, *Center for Professional Management*

1:40 PM

How Trump's Tariffs will Affect Trade with Asia

Bart W. Édes, Professor of Practice, *McGill University Distinguished Fellow, Asia Pacific Foundation of Canada*

3:05 PM

From Classroom to Global Markets: An Introduction to Supply Chain Management

Cezar Tondini, CEO & Founder, *TradeSee*

4:15 PM

Strategy for Engaging with the Asian Supply Chain in the Aerospace Industry

Dr. Rudy Valdez, Retired General Manager of Engine & Control Systems for Asia Programs, *United Technologies Corporation*

5:40 PM

The Risk of Supply Chain Disruptions: Impacts of US-China Trade War

Dr. Bin Jiang, Professor of Management and Driehaus Fellow, *Driehaus College of Business, DePaul University*

5:40 PM - SU 214

CBT One Book Per Semester: "Supercommunicators" by Charles Duhigg

Dilek Yunlu, Ph.D., Associate Professor, *NEIU College of Business and Technology*

Deepa Pillai, Ph.D., Associate Professor, *NEIU College of Business and Technology*

Student Speakers: Stephany Cano, Luis Kevin Islas, Javairia Johnson, Roger Toler, Vratik Soni, and Adam Delgado

7:05 PM

ASEAN: Nurturing a Resilient Supply Chain through Regional Integration and Digital Innovation

Nadirah Nazri, Director, *Malaysian Investment Development Authority (MIDA)*

AGENDA

WELCOME REMARKS & INTRODUCTION

9:00 - 9:25 AM



DR. QIUMEI JANE XU



*Associate Dean and Professor, NEIU College
of Business and Technology*

Dr. Xu is the Associate Dean at the College of Business and Technology, providing strategic leadership in student success, curriculum development, faculty engagement, and accreditation. She holds a Ph.D. from UC Irvine and plays a key role in AACSB accreditation while leading the ABET accreditation process.

Committed to curriculum innovation and student-centered initiatives, she collaborates with faculty, administrators, and industry professionals to enhance academic and career success. Passionate about fostering an inclusive learning environment, Dr. Xu leads with purpose and integrity, making a lasting impact on students and the broader community. Outside of work, she values self-awareness, personal growth, family, and faith.

CHANGING ASIAN SUPPLY CHAINS – WHAT GLOBAL COMPANIES ARE DOING NOW

9:25 - 10:40 AM



ROSEMARY COATES

Executive Director, Reshoring Institute



Rosemary Coates is the Founder and Executive Director of the Reshoring Institute, a nonprofit dedicated to expanding U.S. manufacturing. She is also the President of Blue Silk Consulting, a global supply chain management firm, and has served as an Expert Witness in over 60 legal cases involving supply chain disputes.

With 35+ years of experience, Rosemary has advised over 80 global clients and authored five best-selling supply chain books, including *Reshoring Guidebook* and *42 Rules for Sourcing and Manufacturing in China*.

She serves on the Board of Directors at the University of San Diego Supply Chain Management Institute and has taught Global Supply Chain Strategy at UC Berkeley. She holds an MBA from the University of San Diego and a B.S. in Business Logistics from Arizona State University and frequently teaches at universities in the U.S. and Europe.

LEVERAGING RESOURCES FOR INTERNATIONAL GROWTH

10:50 AM - 12:05 PM



KEITH SCHLEGEL

*Export Finance Manager, SBA Office of
International Trade*



Keith Schlegel is an Export Finance Manager with the U.S. Small Business Administration (SBA)'s Office of International Trade, whose mission is to enhance the ability of small businesses to compete in the global marketplace.

Based in Chicago, he collaborates with banks and SBA Resource Partners across Illinois and Wisconsin to expand capital access for exporters. With 20 years in global trade and supply chain finance, Keith previously worked in the private sector for financial institutions.

He holds a bachelor's degree in International Studies from DePaul University, specializing in International Political Economies.

AI AND THE SUPPLY CHAIN... AND BEYOND

12:15 - 1:30 PM



RICH GENDON

Managing Director, Center for Professional Management



During his 40+ years of consulting experience, Mr. Gendon has been involved in developing strategy and facilitating organizational development in all aspects of supply chain and operations management across diverse cross sections of industrial segments. Currently, Mr. Gendon is the Managing Director of the Center for Professional Management. In addition, Mr. Gendon also serves on a number of Boards, including being a member of ACSM-Chicagoland's Board of Directors.

HOW TRUMP'S TARIFFS WILL AFFECT TRADE WITH ASIA

1:40 - 2:55 PM



BART W. ÉDES



*Professor of Practice, McGill University
Distinguished Fellow, Asia Pacific Foundation of Canada*

Bart W. Édes has over 30 years of experience in international development, governance, and Asia's economic transformation. From 2001 to 2020, he held various roles at the Asian Development Bank (ADB), including North American representative.

He is currently a Professor of Practice at McGill University's Institute for the Study of International Development and a Distinguished Fellow at the Asia Pacific Foundation of Canada. He advises organizations on communications, strategy, partnerships, and stakeholder engagement.

Édes is the author of *Learning from Tomorrow: Using Strategic Foresight to Prepare for the Next Big Disruption*, a book on using strategic foresight to anticipate and prepare for change.

FROM CLASSROOM TO GLOBAL MARKETS: AN INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

3:05 - 4:05 PM



CEZAR TONDINI

CEO & Founder, *TradeSee*



Cezar Tondini is the founder and CEO of TradeSee, a leading software solutions provider for supply chain management in both domestic and international markets. With over 15 years in the supply chain and tech industries, Cezar has spearheaded the launch of numerous innovative products, earning industry accolades in more than 8 countries and assisting over 200 companies. Combining his background in entrepreneurship and business administration, he drives growth and fosters a culture of creativity. Cezar is also a founder and investor in a new project involving blockchain technology for international supply chain management, in partnership with NEIU.

STRATEGY FOR ENGAGING WITH THE ASIAN SUPPLY CHAIN IN THE AEROSPACE INDUSTRY

4:15 - 5:30 PM



DR. RUDY VALDEZ

*Retired General Manager of Engine & Control Systems
for Asia Programs, United Technologies Corporation*



Dr. Rudy Valdez has been married to Julia for over 42 years and they have three daughters and four grandchildren. He recently retired after nearly four decades in the aerospace industry. The majority of his career was with United Technologies Corporation (UTC). At UTC, Dr. Valdez was the program manager for many products used on the Space Shuttle and International Space Station. He later became the director of operations for seven domestic facilities for the Space Systems business unit and then the general manager of Engine & Control System Asia programs. Dr. Valdez uses the skills and knowledge he acquired from his chemical engineering degree, an MBA, and a Doctor of Management degree to support the community through his involvement in many organizations.

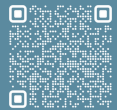
THE RISK OF SUPPLY CHAIN DISRUPTIONS: IMPACTS OF US-CHINA TRADE WAR

5:40 - 6:55 PM



DR. BIN JIANG

*Professor of Management and Driehaus Fellow,
Driehaus College of Business, DePaul University*



Bin Jiang is a Driehaus Fellow and a professor specializing in operations management. His research focuses on supply chains. He was selected as a 2023-2024 U.S. Fulbright Scholar, a prestigious and competitive fellowship supported by the U.S. Department of State. He has authored more than 60 research articles for academic journals that include such as the Journal of Operations Management, Production and Operations Management, Decision Sciences, Omega, Academy of Management Perspectives, and Business Horizons, among others.

CBT ONE BOOK PER SEMESTER: **"SUPERCOMMUNICATORS" BY** **CHARLES DUHIGG**

5:40 - 6:55 PM in SU 214

Every Conversation Is A Negotiation

Presented by: Stephany Cano & Luis Kevin Islas

How Do You Hear Emotions No One Says Aloud?

Presented by: Javairia Johnson

Connecting Amid Conflict

Presented by: Roger Toler & Vratik Soni

Our Social Identities Shape Our Worlds

Presented by: Adam Delgado

The CBT One Book Per Semester initiative at NEIU's College of Business and Technology (CBT) is a program designed to foster intellectual engagement, discussion, and professional development among students, faculty, and staff. Each semester, a carefully selected book related to business, technology, leadership, or personal growth is chosen for the CBT community to read together. The initiative encourages critical thinking, interdisciplinary dialogue, and a shared learning experience through discussions, events, and activities centered around the book's themes.

This year, students from Dr. Pillai's class will take an active role in the initiative by presenting their takeaways from the book, sharing their perspectives, and reflecting on key insights gained through their reading. Their presentations will provide an opportunity for meaningful discussion and deeper engagement with the book's themes.

DILEK YUNLU, PH.D.

Associate Professor, NEIU College of Business and Technology

DEEPA PILLAI, PH.D.

Associate Professor, NEIU College of Business and Technology

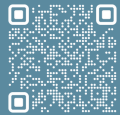
ASEAN: NURTURING A RESILIENT SUPPLY CHAIN THROUGH REGIONAL INTEGRATION & DIGITAL INNOVATION

7:05 - 8:20 PM



NADIRAH NAZRI

*Director, Malaysian Investment
Development Authority (MIDA)*



Nadirah Nazri is an experienced professional with a proven track record in fostering international business collaborations. As the Director of MIDA Chicago since July 2021 and a former Deputy Director for MIDA Houston for 3 years, she has managed to build extensive professional networks while promoting Malaysia as the preferred investment destination for investors to US Midwest companies. Apart from investment promotion and facilitation roles, she has also demonstrated expertise in formulating industrial policies and assessing investment projects from various industries particularly in Advanced Technology, R&D, Industry 4.0, Business Services and Digital Investments. Nadirah's adventurous nature, love for networking, and passion for sharing life experiences have enabled her to forge meaningful connections and contributed to her success.

NOTES

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INTERNATIONAL BUSINESS CONFERENCE

WHO WE ARE

The International Business Conference aims to bring in international professionals, international consulates, and business students from across the Chicago area. The conference gives an opportunity for students to learn about business on an international scale, network with students and professionals from the U.S. and abroad, and increase their knowledge and understanding of our diverse world.

THIS YEAR

For another edition of the International Business Conference, we embrace diversity and become inclusive of different topics, cultures, industries and industry-leading speakers. This year's presentation topics will focus on the new decade ahead and what type of world we'll be facing within the next 10 years. Our conference is committed to promoting diversity. Northeastern is ranked the most diverse university in the Midwest by the Wall Street Journal/Times Higher Education College Ranking.

OUR HISTORY

In 2002, College of Business and Management student Lukasz Dobrzynski wanted to start a business conference at Northeastern. He had the idea from a business conference he had attended in his native country of Poland. So, upon his return, he took it upon himself to organize the first International Business Conference with the help of the late Dr. Durward Hofler. Dr. Hofler became faculty advisor for the conference for 14 years until retired in 2016.

The International Business Conference is organized by the College of Business and Technology Student Advisory Council. Professor Tung Cu serves as the faculty advisor, and Vlad Fernandez serves as the staff advisor for the conference this year.