

**13th Annual International Business Forum:
"VCU, Central Virginia and the Global Business Environment:
Sustaining Our Competitiveness in a Flat World"**

February 27, 3:00-5:30 p.m. with reception to follow

VCU Student Commons, Commonwealth Ballroom (907 Floyd Ave,
Richmond, Va. 23284)

Sponsored annually by Universal Corporation. Attendance is free. No
RSVP necessary.

In his seminal 2005 book – "The World is Flat: A Brief History of the
Twenty-First Century," author Thomas L. Friedman hammered home
the point that India, China, Brazil, Vietnam, the Czech Republic,
Romania and others are now able to compete for global knowledge
work as never before. This signaled a new, never-before-seen
challenge for the United States and other developed countries.

The VCU 13th Annual International Business Forum will explore how
the 21st Century is being defined. The Forum will focus on how the
forces of globalization are affecting and will continue to affect life in
Richmond and Central Virginia. Our topic will be the role of
"community" (academic, business and government) in meeting the
challenges of the interconnected world in which we live. **Invited to be
panel members are:**

Dr. John W. Snow – U.S. Secretary of the Treasury (2003-2006),
Retired Chairman and Chief Executive Officer – CSX Corporation
(Invited).

The Honorable L. Douglas Wilder – Governor of Virginia (1990 –
1994), Mayor of Richmond, Virginia (2005 – Present) (Invited).

Mr. Allen B. King - Chairman, Chief Executive Officer, and President –
Universal Corporation.

Dr. Eugene P. Trani, President – Virginia Commonwealth University.

Mr. Mark S. Cross – Senior Vice President for Strategic Marketing and
International Business Development, MeadWestvaco Corporation.

Panel Moderator: Van R. Wood (Ph.D.) – VCU Professor of
International Marketing and Philip Morris Chair in International
Business

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