ABOUT THE PROGRAM

The Delegation will learn about the culture and global textile business opportunities in Peru through first-hand interaction with business and industry leaders. Individual research projects will allow students to explore international business and understand the most important factors influencing the success of companies in today’s global economy. These projects will focus on topics ranging from consumer profiles to global competitiveness and supply chain dynamics.

ABOUT PERU

Peru borders the South Pacific Ocean, is between Chile and Ecuador and is relatively the same size as Alaska. The climate varies from tropical to dry. Peru is home to 29,248,943 people 84% of which speak Spanish. 8.769 million People live in the capital of Peru, Lima. The total unemployment rate is 6.8% with a GDP of $299.7 billion in 2011. The main industries of Peru include mining and refining minerals, steel, natural gas, petroleum extraction and refining, fishing, cement, textiles, clothing and food processing.

DOING BUSINESS IN THE INTERNATIONAL MARKETPLACE

on location in

PERU

March 3 – 10, 2012

Presented by:

NC State University
College of Textiles
2401 Research Drive
Box 8301 Raleigh, NC 27695
http://www.tx.ncsu.edu

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PROGRAM ITINERARY

Meetings With

- US Embassy
- US Consul General
- US & Foreign Commercial Services
- American Chamber of Commerce
- Distributors, Manufacturers, Agents, and Buyers

Cultural Experiences

- Colonial Lima
- La Casa Aliaga
- Larco Herrera Museum
- La Hacienda Mamacona

Business Visits

- Creditex
- Peru Ports
- Klaud Designs
- Top y Top
- American Airlines
Meghan Coats is a graduate student at North Carolina State University. She is pursuing a Master of Science in Textile Technology Management and is interested in consumer behavior and marketing research. In addition to her studies, Meghan has a research assistantship within the College of Textiles and serves as president of the Textile and Apparel, Technology and Management Student Advisory Board. Meghan earned her Bachelor of Science in Fashion and Textile Management from North Carolina State University, where she graduated Summa Cum Laude in 2011. As an undergraduate, Meghan was awarded the Robert and Ann Hines Scholarship and was a member of Phi Kappa Phi Honors Society. Her work experience includes undergraduate research assistantships, sales associate positions, and internships at Ralph Lauren Corporation and Cotton Incorporated. (mcoats@ncsu.edu)

Caitlyn R. Holt is a senior at North Carolina State University where she is completing a Bachelor of Science in Textile Management with a concentration in Brand Management and Marketing. She currently serves as the President of Sigma Tau Sigma Textiles Honors Society and is a member of Kappa Tau Beta Service Leadership Textiles Fraternity. Caitlyn studied abroad in the spring of 2011 at the Hong Kong Polytechnic University. While there, she interned with American & Efird. She has also worked as a Merchandising Analysis intern with Cone Denim, gaining a better understanding of business-to-business marketing and planning and operations. After graduation, Caitlyn plans to obtain a position in supply chain marketing, planning, or merchandising with an international component. (crholt@ncsu.edu)

Katina Gad is a senior at North Carolina State University, pursuing a Bachelor of Science in Fashion and Textile Management with a concentration in Retail and Supply Chain Management. She previously received Associate of Art degrees in Business Administration from Wake Technical Community College, and Fashion Design from The Fashion Institute of Design and Merchandising, as well as completing a service learning placement in Guatemala through NCSU’s social work program. Ms. Gad is an active member of the Transportation Research Board, serving on the International Trade and Transportation Committee, and of the Institute for Transportation Engineers. Katina also volunteers with New Sense Studios, an NCSU program serving Raleigh’s at risk youth through art and design outreach activities. In 2011, she received the Ronald C. Butler Leadership Award and earned her Visionary Leadership Certificate. She is currently working towards the Global Perspectives Certificate, and authoring an entry on Medical Textiles in the Encyclopedia of Toxicology 3rd edition. (kngad2@ncsu.edu)

Ashley Hardesty is a senior at North Carolina State University where she is completing a Bachelor of Science in Fashion and Textile Management with a concentration in Product Development and Brand Management. She has been involved with Art to Wear, Re- Dress Raleigh, Raleigh Fashion Week, Threads Fashion Show Senior Collection, and has styled and consulted two years for the National Black Theater Festival in Winston Salem, N.C. Ashley has also been involved in a Knit Design Showcase for Cotton Inc. and a Marketing/Design competition for Springs Creative at NC State. Ashley has been on the executive board for DanceVisions Dance Company at NC State for three years serving as the Wardrobe Chair and Publicity Chair. Ashley has gained a sense of business through working at her family’s restaurant, Forsyth Seafood and Café, in Winston Salem, N.C. in the positions of Marketing and Management since she was 12. After graduation, Ashley plans to obtain a position in branding or buying, and eventually start her own entrepreneurial venture. (achardes@ncsu.edu)

Wayne Loots Co-Delegation Leader; Dean of Business and Industry Services at Wake Technical Community College

Fred Gebarowski Co-Delegation Leader; Small Business Center Director at Wake Technical Community College

William D. Harazin (Co-Delegation Leader) is a principal in the law firm of William D. Harazin, PLLC and an Adjunct Associate Professor in the College of Textiles at NC State University in Raleigh, North Carolina. He practices in the areas of Business, Corporate and International Law providing legal services to businesses, large and small. His international involvement includes being a member of the North Carolina District Export Council, the former Chairman of the Board for the World Trade Center North Carolina and past President of the North Carolina World Trade Association. He is a past Chairman of the International Law and Practice Section of the North Carolina Bar Association, the 2009 Recipient of the NCBA’s International Law & Practice Section John J. Dortch International Service Award and a 2006 member of the US Foreign Service Selection Board. He is a law graduate of Southern Illinois University School of Law and a graduate of Illinois State University. (harazin@harazinlaw.com)

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Want to keep up with us while we’re on the ground in Peru? Visit our blog at: http://doingbusinessinternationally.blogspot.com/