



NKU | HAILE · US BANK
College of Business
International Business Center

SEPTEMBER 2009 NEWSLETTER

The Northern Kentucky University International Business Center Outreach Program Internship Opportunities

The International Business Center (IBC) Outreach Office serves the Greater Cincinnati business community by offering educational opportunities and conducting targeted research that enhance the community's global knowledge and cross-cultural skills. In support of the Center's mission, the Outreach Office is now assisting in the placement of NKU students with community partners for internship opportunities.

We offer two types of non-paid student internship positions: NKU-IBC international trade and marketing internships, and internships through our local partners and local businesses. College credit is potentially available and encouraged.

NKU-IBC International Trade and Marketing Internship:

We provide students with the opportunity to gain valuable knowledge about how to research international markets and trade issues, as well as how to market and sell trade services and events.

Local Business Internship:

Through our local community ties, we provide students the opportunity to work at a local company and learn the ins and outs of the corporate world. Additionally, in collaboration with our expansive network of local trade associations and government agencies, we provide students the opportunity to work at a local trade association or trade-related government agency to gain the knowledge to prepare them for future endeavors.

Additionally, the Haile/US Bank College of Business will be hosting Career Connections 2009 Job Fair on October 1, 2009. For more information see the [article](#) in upcoming events. Career Connections is great opportunity for employers to meet perspective employees and co-ops.

If your company is interested in participating in the NKU-IBC Internship Program, or you have further questions, please contact Jennifer Schwachter at (859) 392-2421 or Schwachtej1@nku.edu.

NKU | NORTHERN
KENTUCKY
UNIVERSITY



859.392.2437 ♦ ibc3@nku.edu



NKU HAILE · US BANK
College of Business
International Business Center

SEPTEMBER 2009 NEWSLETTER

Emerging Market Profile: Singapore

On the Fast Track to Recovery

The IMF World Economic Outlook states that the recession may be over, but that stabilization is uneven and the recovery may be sluggish. The Economist magazine stated that Singapore and the other Asian tigers are reporting impressive recovery numbers, despite the slow economic recovery of the rest of the world and of the published second quarter GDP figures, Singapore showed a 21% increase over the first quarter GDP figures.

Because Singapore depends heavily on international trade, its economy is highly subject to the fluctuations of world market forces; therefore, the GDP growth is a good sign that Singapore's economy is on a fast track to recovery.

- Singapore was the 12th largest export market and 17th largest trading partner of the United States in 2008.
- The World Bank's "Doing Business 2009" report ranked Singapore as the easiest country in which to do business.
- Despite being halfway around the world, the United States was Singapore's second largest import source, behind Malaysia.
- Singapore was the first country in Asia to sign a Free Trade Agreement (FTA) with the United States which came into force January 1, 2004.
- Best prospects for U.S. companies in Singapore include: aircraft and parts, medical devices, telecommunication equipment, computer hardware and software, laboratory and scientific instruments, pollution control equipment, oil and gas equipment, electronics, university education services and franchises.

Data Source: Foreign Trade Division, U.S. Census Bureau; U.S. Commercial Service Country Commercial Guide; World Bank Doing Business 2009 report

NKU NORTHERN
KENTUCKY
UNIVERSITY



859.392.2437 ♦ ibc3@nku.edu



NKU HAILE · US BANK
College of Business
International Business Center

SEPTEMBER 2009 NEWSLETTER

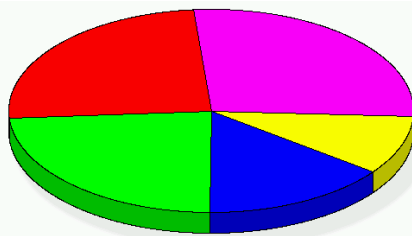
Emerging Market Profile: Singapore

On the Fast Track to Recovery (...continued)

Tri-State Exports to Singapore:

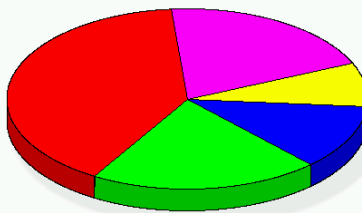
- The tri-state area (Kentucky, Indiana, and Ohio) exported over \$1.5 billion to Singapore in 2008.
- Singapore is Kentucky's 14th top export market, with KY exports to Singapore totaling over \$538 million in 2008.

Ohio Exports to Singapore



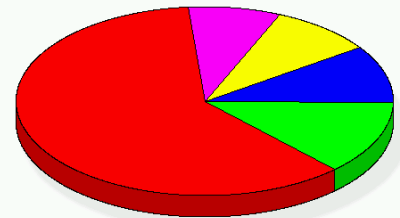
Product	Value (\$)	Percent
333_Machinery Manufactures	150,296,603	24.8%
336_Transportation Equipment	143,978,348	23.7%
332_Fabricated Metal Products	89,826,209	14.8%
325_Chemical Manufactures	57,177,372	9.4%
All Others	165,454,511	27.3%
Grand Total	606,733,043	100%

Indiana Exports to Singapore



Product	Value (\$)	Percent
333_Machinery Manufactures	143,108,095	40.0%
334_Computers & Electronic Prod.	73,651,848	20.6%
335_Elec. Eq., Appliances & Parts	41,214,088	11.5%
325_Chemical Manufactures	28,505,569	8.0%
All Others	71,023,571	19.9%
Grand Total	357,503,171	100%

Kentucky Exports to Singapore



Product	Value (\$)	Percent
336_Transportation Equipment	326,672,360	60.7%
325_Chemical Manufactures	67,982,207	12.6%
333_Machinery Manufactures	53,298,838	9.9%
334_Computers & Electronic Prod.	47,516,737	8.8%
All Others	42,975,965	8.0%
Grand Total	538,446,107	100%

Data Source: Foreign Trade Division, U.S. Census Bureau





NKU | HAILE · US BANK
College of Business
International Business Center

SEPTEMBER 2009 NEWSLETTER

LOCAL INTERNATIONAL TRADE NEWS

2009 NKITA Annual Awards Luncheon: A Success

On Thursday, August 27th, the International Business Center at NKU attended the “2009 NKITA Annual Awards Luncheon” at the Metropolitan Club in Covington, Kentucky. The Northern Kentucky International Trade Association (NKITA) Award of Excellence is a prestigious regional award recognizing companies who are successfully engaged in international trade. The three finalists for the 2009 Award of Excellence were General Cable, Hahn Automation & NuVo Technologies. The Luncheon included keynote presentations by Kentucky State Representative, Tanya Pullin, District 98 (Boyd, Greenup) and T. James Min II, VP-International Trade Affairs & Compliance of DHL Express. After the keynote remarks by the distinguished guests, the 2009 Award of Excellence was presented to General Cable and the Small Business Achievement award was presented to Hahn Automation. There were over 100 attendees at this year’s luncheon and the IBC looks forward to working with NKITA and other supporting sponsors on future events to enhance the opportunities for local companies engaged in international trade.

IBC at NKU to Attend Career Connections 2009: the College of Business Job Fair

On Thursday, October 1st, 2009 in the Student Union Center at Northern Kentucky University’s Highland Heights campus, the Haile/US Bank College of Business and the Career Development Center will be hosting Career Connections 2009: Job Fair. Career Connections is a great opportunity for employers to meet prospective employees for full-time, co-op, and part-time opportunities within their firm.

For more information visit <http://cob.nku.edu/advising/career.php> or contact 859-572-6134. [Register](#) here now.

NKU | NORTHERN
KENTUCKY
UNIVERSITY



859.392.2437 ♦ ibc3@nku.edu



NKU | HAILE · US BANK
College of Business
International Business Center

SEPTEMBER 2009 NEWSLETTER

LOCAL INTERNATIONAL TRADE EVENTS

International Financing Strategies for Your Business

Wednesday, September 16, 2009 ♦ 8:00am – 9:30am ♦ NKY Chamber, Ft. Mitchell, KY

<http://nkita.wordpress.com/seminars-and-webinars/>

Northern Kentucky University Career Connections 2009: the College of Business Job Fair

Thursday, October 1, 2009 ♦ 3:00pm - 6:00pm ♦ NKU, Highland Heights, KY

<http://www.nku.edu/~cob/advising/career.php>

Future of Korea

Wednesday, October 7, 2009 ♦ 5:30pm – 7:30pm

For more information contact Greater Cincinnati World Affairs Council 513-621-5222.

4th Annual SODEC/Xavier University International Trade Conference: Selling to Middle East & North Africa

Thursday, October 22, 2009 ♦ 7:00am – 5:00pm ♦ Cintas Center, Cincinnati, OH

<http://www.buyusa.gov/cincinnati/cincyconference.html>

Finding International Partners Webinar

November 4, 2009

http://www.export.gov/eac/show_detail_trade_events.asp?EventID=29624

SAVE THE DATE

20th Kentucky International Trade and Investment Conference

Thursday, May 8, 2010 ♦ 8:30am - 5:00pm ♦ Northern Kentucky Convention Center ♦ Covington, KY



859.392.2437 ♦ ibc3@nku.edu