



SAUPO®

SYMPOSIUM ON ASIA-USA PARTNERSHIP OPPORTUNITIES



Friday, April 12th, 2024

KSU Center

3333 Busbee Drive

Kennesaw, GA 30144



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Dr. Catherine “Katie” Kaukinen

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Welcome to the Norman J. Radow College of Humanities and Social Sciences! During the Fall 2023 semester, Radow College enrolled nearly 8,000 students in its more than 80 programs of study. Last year, approximately 25% of all KSU graduates earned their degrees from our college, the largest number conferred by any of the eleven colleges at Kennesaw State University. Our programs prepare students for a promising future in a constantly evolving marketplace. The experience they gain at Radow College – multidisciplinary learning, teamwork, critical thinking and problem-solving, – is highly valued in today's marketplace. We trust that your experience with SAUPO will lead to meaningful connections and engagement with both the Radow College and Kennesaw State University.



Dr. May Gao, SAUPO Chair

Professor of Communication and Asian Studies, KSU



Dear all, Welcome to SAUPO 2024! The Symposium on ASIA-USA Partnership Opportunities (SAUPO) is organized by faculty, staff and students at the Asian Studies Program, housed in the Department of World Languages and Cultures (WLC) at the Radow College of Humanities and Social Sciences at KSU. Since its inception in 2011, with your support and enthusiasm, SAUPO has been the largest annual Asia business conference in the U.S. with global impact. We have held SAUPO in Atlanta, Shanghai and online for a total of 15 conferences. Today, we have outstanding diplomats, business leaders, government officials, influencers, community organizers, scholars and students gathering together to exchange ideas, build relationships and create the blueprints for a bright future. Enjoy SAUPO today! We also look forward to seeing you at SAUPO-Japan in Tokyo on Friday May 16, 2025!

Welcome to SAUPO 2024



Dr. Kathy “Kat” Schwaig

President

Kennesaw State University

Welcome to SAUPO 2024!

We are proud of the role that Kennesaw State University plays in organizing this annual conference. The relationships established and reaffirmed each year through SAUPO, coupled with the informative presentations and discussions, testify to the value of this conference. These connections between individuals and organizations from Asia and the United States help us move forward in collaboration and innovation. I am grateful that you have this opportunity to gather together and hope you have a wonderful conference.



SAUPO Planning Committee

PLANNING COMMITTEE

May Gao, Professor of Communication and Asian Studies, KSU

Thierry Leger, Professor of French and Francophone Studies, KSU

Douglas Moodie, Professor of Management, KSU

Vickie Moody, Administrative Assistant, KSU Journey Honors College, KSU

Sha Huang, Director of Asian Studies & Associate Professor of Chinese, KSU

Tyler Reinagel, Associate Vice President for Economic Development, KSU

Xiaoxiao Ji, Director, Professional Enrollment Management, KSU-CPE

Brian Olovson, Interim Director of Modern Languages and Cultures, KSU

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Jeremy Walts, Assistant Director, EventAV & Broadcast Services, KSU

Joseph Lacy, Office of Strategic Communications and Marketing, KSU

Madeline Meyer, Interactive Design Major, KSU

Anna Nicholson, Asian Studies Major, KSU

STUDENT VOLUNTEERS

KSU Asian Studies Student Organization (ASSO)

KSU MA in Integrated Global Communication (MAIGC)

KSU Korean Students Association

KSU Japanese Language Club

KSU Korean Language Club

KSU Chinese Language Club



Sustainability Vision 2050

YKK'S Action Plan for a Sustainable Future



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carbon neutral by 2050

material resources
100% sustainable textile
materials by 2030



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wastewater recycling

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new production methods



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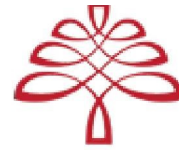


PROGRAM OFFERINGS INCLUDE:

TWELVE (12) UNDERGRADUATE DEGREES AND SIX (6) GRADUATE DEGREES
MULTIPLE UNDERGRADUATE AND GRADUATE CERTIFICATE AND MINORS
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2024 SAUPO Exhibitors

Berkshire Hathaway HomeServices Georgia Properties
Boss Kidz Inc.
Bremen Cabinetry
City of Woodstock, Georgia
Delta Air Lines
Georgia Automotive Manufacturers Association
Kids'R'Kids China
KSU College of Architecture and Construction Management
KSU Journey Honors College
KSU Office of Vice President for Research
KSU Radow College of Humanities and Social Sciences
KSU Southern Polytechnic College of Engineering and Engineering Technology



Morning Program

Panels & Activities

8:00 AM—9:00 AM

Registration & Breakfast

With Live Guzheng Music Performance



Sponsored by:

KSU Office of Vice President for Research

9:00 AM—9:30 AM

Opening & Introductions



- ◆ **Sha Huang**, Associate Professor of Chinese, Director of Asian Studies, KSU
- ◆ **May Gao**, SAUPO Chair, Professor of Communication & Asian Studies, KSU
- ◆ **Catherine “Katie” Kaukinen**, Dean, Radow College of Humanities & Social Sciences, KSU
- ◆ **Karin Scarpinato**, Vice President for Research, KSU
- ◆ **Sheb True**, Associate Vice Provost, Professor of Marketing, KSU
- ◆ **Kiyo Kojima**, Chairman, Japanese Chamber of Commerce of Georgia

Sponsored by :

KSU Radow College of Humanities & Social Sciences (RCHSS)

9:30 AM—10:30 AM

Panel 1: Sustainability Strategies in USA and ASIA

Moderator: Monia Swahn, Dean, WellStar College of Health and Human Services, KSU



- ◆ **DeAnn Golden**, President & CEO, Berkshire Hathaway HomeServices Georgia Properties
- ◆ **Hazem Rashed-Ali**, Dean, College of Architecture and Construction Management, KSU
- ◆ **William “Bill” Strang**, President, TOTO USA
- ◆ **Tomohiro Hamaoka**, Executive Vice President, Calpis America, Inc.



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KSU Wellstar College of Health and Human Services

KSU College of Architecture and Construction Management

10:30 AM—11:00 AM

Morning Networking Break



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YKK Corporation of America

11:00 AM—12:00 PM

Panel 2: Artificial Intelligence (AI), Technology and Innovation

Moderator: Ian Ferguson, Dean, Southern Polytechnic College of Engineering and Engineering Technology, KSU



- ◆ **David Kirk**, President & CEO, Murata Electronics North America
- ◆ **Jessica Cork**, Vice President, Digital Strategy, YKK Corporation of America
- ◆ **Michael Caldwell**, Mayor of Woodstock, Georgia
- ◆ **Chris Cornelison**, Interim Associate VP for Innovation and Commercialization, KSU

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KSU Southern Polytechnic College of Engineering and Engineering Technology

Afternoon Program

Panels & Activities

12:00 PM—2:00 PM



SAUPO Networking Lunch with Keynote Speeches

- ◆ **Honorable Ambassador Matt Murray**, U.S. Ambassador for Asia-Pacific Economic Cooperation (APEC), Bureau of East Asian and Pacific Affairs, U.S. Department of State
- ◆ **Honorable Jianying Zhao**, Deputy General Representative, China Council for the Promotion of International Trade (CCPIT); China Chamber of International Commerce
- ◆ **Honorable Joann Hill**, Senior Advisor to the Under Secretary, MDBA, U.S. Department of Commerce

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Berkshire Hathaway HomeServices Georgia Properties (BHSGA)

2:00 PM—3:00 PM



Panel 3: Trends in Business and Investment

Moderator: Tyler Reinagel, Associate Vice President for Economic Development, KSU

- ◆ **Rick Walker**, President & CEO, Georgia Automotive Manufacturers Association (GAMA)
- ◆ **Huraiyah Ahmed**, President, Atlanta International Language Institute (AILI)
- ◆ **Vanessa Hardiman**, CEO, Boss Kidz Inc.
- ◆ **Stella Xu**, Managing Director, Southeast Asia, Georgia Dept. of Economic Development

Sponsored by :
Georgia Automotive Manufacturers Association (GAMA)

3:00 PM—3:30 PM

Afternoon Networking Break



Sponsored by :
Atlanta International Language Institute (AILI)
Bremen Cabinetry

3:30 PM—4:30 PM

SAUPO Networking Reception with Live Jazz Concert

Led By Yuichi Arai, Office Manager, Japanese Chamber of Commerce of Georgia



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COLLEGE OF ARCHITECTURE AND
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College Facts:

- 1,539 undergraduate and graduate students.
- 76 highly-qualified faculty and staff, including designers, scholars, researchers, educators, and building professionals.
- Largest professionally-accredited programs in Architecture and Construction Management in the State of Georgia.
- Two undergraduate and one graduate program.
- Digital Fabrication, Robotics, AR/VR labs.
- 192 degrees conferred in academic year 2023.



For More Information



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at Kennesaw State University

Drawing from the well of historical wisdom, KSU Research is committed to forging cutting-edge, transformative solutions that address essential challenges.

KSU Research is creating knowledge that directly contributes to the well-being and prosperity of society, ensuring a healthier and safer community.



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For additional information please visit our website:

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Driving the Growth of Georgia's Automotive Industry®



- GAMA has been growing dramatically
- Two Federal Reserve invitations and presentations

- All GAMA Events are on the GAMA website www.GAMA-Georgia.org
- Next Event: Golf Tournament on April 25, 2024 - Callaway Gardens



- SAVE THE DATE for what is expected to be GAMA's largest record-setting international event - October 6-8, 2026



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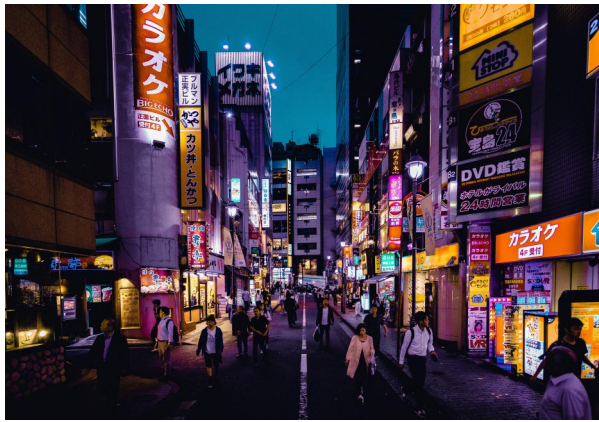
Contributions are used to source and fly SAF (currently selling fuel for 2023 delivery).



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Next SAUPO in Tokyo



Mark Your Calendars for 2025 SAUPO!

Friday May 16, 2025

Royal Park Hotel Tokyo Shiodome Japan

1 Chome-6-3 Higashishinbashi,
Minato City, Tokyo 105-8333 Japan

Next SAUPO Topics:

- ◆ Perspectives on ASIA-USA Relations
- ◆ Cross-Border Investment in USA & ASIA
- ◆ Business Cultures in ASIA and USA
- ◆ Smart Cities and Sustainability



Treasured Memories



April 8, 2011	W Atlanta Midtown Hotel
Sept. 22, 2011	KSU Center
April 19, 2013	St. Regis Hotel
April 18, 2014	KSU Center
April 17, 2015	St. Regis Hotel
March 23, 2016	Shanghai Majesty Plaza Hotel
April 22, 2016	Renaissance Atlanta Waverly Hotel
April 14, 2017	Loews Atlanta Hotel
Oct. 20, 2017	Radisson Blu Shanghai New World Hotel
April 13, 2018	Renaissance Atlanta Waverly Hotel
May 17, 2019	Renaissance Shanghai Yu Garden Hotel
April 2, 2021	Online @ Zoom Webinar
April 8, 2022	Renaissance Atlanta Waverly Hotel
April 7, 2023	KSU Center
April 12, 2024	KSU Center



Treasured Memories





Asian Studies



KENNESAW STATE UNIVERSITY

BA in Asian Studies at KSU

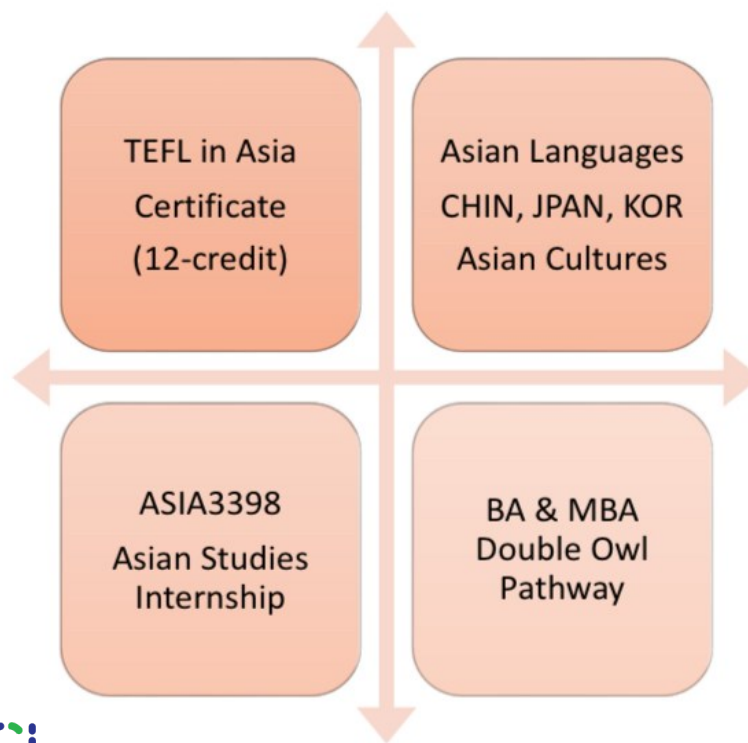
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Housed in the Dept. of World Languages & Cultures (WLC)
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Prof. Matt Waller, Asian Studies Advisor, mwaller8@Kennesaw.edu

Dr. Sha Huang, Asian Studies Coordinator, Asso. Prof. of Chinese: shuang5@Kennesaw.edu

Dr. May Gao, SAUPO Chair, Prof. of Communication & Asian Studies: mgao@Kennesaw.edu



SCAN to join Asian Studies GroupMe



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