



# SAUPO<sup>®</sup>

SYMPOSIUM ON ASIA-USA PARTNERSHIP OPPORTUNITIES

**Friday April 8, 2022**

**Renaissance Atlanta Waverly Hotel and Convention Center  
Atlanta Georgia USA**



**Symposium on ASIA-USA Partnership Opportunities**



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Welcome to the Radow College of Humanities and Social Sciences (RCHSS), home of SAUPO and the Asian Studies Program at Kennesaw State University (KSU). RCHSS is the largest college at KSU, educating approximately 8,000 students enrolled in over 80 undergraduate and graduate programs, including a Ph.D. degree in International Conflict Management and a BA in Asian Studies. The interdisciplinary programs and global emphasis are part of our commitment to provide students with the best education and training experiences to meet the needs and demands of a global workplace. Data shows that CEOs in the

Fortune 500 companies value students with degrees in the liberal arts. Students who communicate well, think critically, and demonstrate intercultural sensitivity can work efficiently in diverse teams. The KSU Radow College of Humanities and Social Sciences recognizes the challenges and complexities of today's world and promotes the value of a well-rounded education rooted in the liberal arts tradition. We trust your experience with SAUPO will lead to meaningful connections and engagement with us at KSU.

**Dr. Catherine "Katie" Kaukinen, Dean, RCHSS, KSU**



Dear all,  
Welcome to SAUPO 2022! Exactly 11 years ago on April 8, 2011, SAUPO was inaugurated at W Atlanta Midtown Hotel. With your support and participation, SAUPO has become the largest Asia business conference with global impact, alternating between Atlanta, USA and Asia. Today, we have outstanding diplomats, business leaders, government officials, influencers, scholars and students gathering, after not being able to see each other for three years due to pandemic challenges. Let's continue to build friendships, relationships and partnerships at SAUPO!

**Dr. May Gao, SAUPO Chair**  
Professor of Communication and Asian Studies, KSU



# Welcome to SAUPO 2022



**Dr. Kathy “Kat” Schwaig**  
President  
Kennesaw State University



Welcome to SAUPO 2022! 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. As we continue to emerge from the pandemic, these connections between individuals and organizations from Asia and the United States will help us move forward in collaboration and innovation. I hope you enjoy being back in person this year and have a wonderful conference.

**Symposium on ASIA-USA Partnership Opportunities (SAUPO)**

**Largest Asia Business Conference in the U.S.**

**Renaissance Atlanta Waverly Hotel and Convention Center**



# SAUPO Planning Committee

## PROGRAM COMMITTEE

**May Gao**, Professor of Communication and Asian Studies, KSU

**Thierry Leger**, Senior Associate Dean, RCHSS, KSU

**Douglas Moodie**, Professor of Management, KSU

**Joe Manguno**, Journalism and Communication Instructor, KSU

**Vickie Moody**, Executive Assistant to the Dean, WellStar College, KSU

**Sha Huang**, Asian Studies Coordinator, KSU

**Chet Wallace**, Graduate Assistant, MA in American Studies, KSU

## SECRETARIAT

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**Jocelyn Lopez Escamilla**, Administrative Assistant, Interdisciplinary Studies Department, KSU

**Daisha Huiel**, Program Coordinator, Interdisciplinary Studies Department, KSU

**Janet McGovern**, Business Operations Professional, RCHSS, KSU

**Jonathan Maxfield**, Webmaster, 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



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# Morning Program

## Panels and Activities

8:00 AM—9:00 AM

### Registration and Breakfast

9:00 AM—9:30 AM

Habersham Ballroom  
*Renaissance Atlanta  
Waverly Hotel*

### Opening and Welcome

- ◆ **May Gao**, SAUPO Chair, Professor of Communication & Asian Studies, KSU
- ◆ **Catherine “Katie” Kaukinen**, Dean, Radow College of Humanities & Social Sciences, KSU
- ◆ **Ivan Pulinkala**, Interim Provost and VPAA, Kennesaw State University
- ◆ **Phaedra Corso**, Vice President for Research, Kennesaw State University
- ◆ **Honorable Kazuyuki Takeuchi**, Consul General of Japan in Atlanta



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9:30 AM—10:30 AM  
Habersham Ballroom

### Panel 1: Pandemic, Communication and Organizations

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

- ◆ **Dan Forsman**, President & CEO, Berkshire Hathaway HS Georgia Properties
- ◆ **JR Wilson**, Vice President for Tower Strategy & Roaming, AT&T
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KSU Wellstar College of Health and Human Services**



10:30 AM—11:00 AM  
Garden Court

### Morning Networking Break

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The State of Georgia**



11:00 AM—12:00 AM  
Habersham Ballroom

### Panel 2: Supply Chain Bottlenecks, Reshoring and Environmental Issues

*Moderator: Ian Ferguson, Dean, Southern Polytechnic CEET, KSU*

- ◆ **David Kirk**, President & CEO, Murata Electronics
- ◆ **Jessica Cork**, Vice President, YKK Corporation of America
- ◆ **Wendy Lu**, Partner, International Tax Services, Aprio
- ◆ **Stacy Watson**, Director, Economic & Industrial Development, Georgia Ports Authority



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# Afternoon Program

## Panels and Activities

### SAUPO Networking Lunch

12:00 PM—1:30 PM  
Garden Court

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**Berkshire Hathaway HomeServices (BHHS)**



1:30 PM—2:30 PM  
Habersham Ballroom

### Panel 3: Doing Business with Asia

Moderator: George Mui, Managing Partner, Global Consultants United

- ◆ **Athar Khan**, Director, International Specialty Sales, Delta Air Lines
- ◆ **Stella Xu**, Georgia Department of Economic Development
- ◆ **William Strang**, President, TOTO USA
- ◆ **Candy Nip**, Director, Hong Kong Economic & Trade Office, New York
- ◆ **Lucy Lu**, Founder & CEO, aiLegal



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### Afternoon Networking Break

2:30 PM—3:00 PM  
Garden Court

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## Let's Discuss How Aprio Can Help Your Business Thrive



**Carrie Zhou, ASA**  
*Business Valuation Leader,  
Advisory Services Partner*  
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### About Aprio

Since 1952, clients throughout the U.S. and across more than 40 countries have trusted Aprio for guidance on how to achieve what's next. As a premier, CPA-led professional services firm, Aprio delivers advisory, assurance, tax, outsourced accounting and private client services to build value, drive growth, manage risk and protect wealth. With proven expertise and genuine care, Aprio serves individuals and businesses, from promising startups to market leaders alike.

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[coles.kennesaw.edu/graduate-programs](https://coles.kennesaw.edu/graduate-programs)

For more info on  
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FIRST GENERATION  
STUDENTS

- **44.6%-55.4%** White & non-white students
- **22.5%** African American & Black students
- **8.2%** Asian students
- **14.5%** Female students

**56-YEAR**

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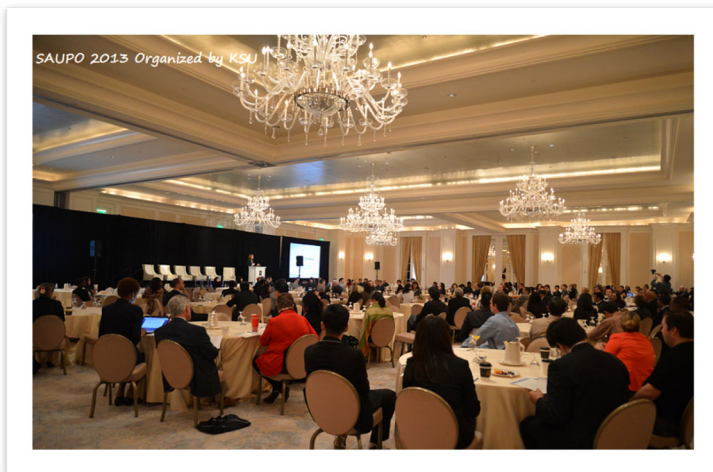
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College of Engineering and Engineering Technology

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# Asian Studies



KENNESAW STATE UNIVERSITY

## ISD3398 Asian Studies Internship

*Offered every summer*

*In person, online, hybrid formats*

Dr. May Gao, SAUPO Chair, Professor of Communication & Asian Studies

Requirement 1): Declared Asian Studies Major or Minor

Requirement 2): 69+ accumulated credit hours prior to the internship

We appreciate SAUPO companies providing internships and jobs to KSU students!

### Host Organizations/Companies

- ◆ Japan-America Society of Georgia
- ◆ YKK Corporation of America
- ◆ Georgia Asian Times
- ◆ aiLegal
- ◆ Global Atlanta
- ◆ SAUPO conference
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- ◆ TOTO USA
- ◆ Georgia Department of Economic Development
- ◆ Carter Center
- ◆ Other qualified internships



**Internship**

- Learning
- Practice
- Experience
- Exposure



# Explore ASIAN STUDIES



Students in the B.A. in Asian Studies program at Kennesaw State University choose to study one or more East Asian Languages (Chinese, Japanese, and Korean), and enjoy various cultural events and activities.

## About

KSU Asian Studies B.A. program explores diverse topics and themes on Asian languages and civilizations and includes four career-oriented concentrations:

- Asian Cultures
- Teaching English as a Foreign Language (TEFL)
- History & Politics
- Asian Business

## Study Abroad

Our students are supported by scholarship to study abroad in China, South Korea and Japan. There are several faculty-led study-abroad programs and exchange programs.

Division of Global Affairs:  
<https://dga.kennesaw.edu/>

## Double Owl Pathway

The Double Owl Pathway program established between the KSU Asian Studies Program and the College of Business gives our students pathway to the MBA program.

<https://doubleowl.kennesaw.edu/pathways/rchss/asba-mba.php>

## Join us on GroupMe!



## Contact Us!

**Asian Studies Coordinator: Sha Huang** (shuang5@kennesaw.edu)  
**Academic Advisor: Matt Waller** (mwaller8@kennesaw.edu)



"Majoring in Asian Studies opened a multitude of global opportunities for me to expand my education. The knowledge and impact that the Asian Studies program has and will continue to have goes far beyond Kennesaw, and I would absolutely recommend the Asian Studies program to potential students."

-Anna Sagraves, KSU Alumna

For more information, visit us at: [radow.kennesaw.edu/isd/programs/baas.php](http://radow.kennesaw.edu/isd/programs/baas.php)

# 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

# Next SAUPO

## Mark Your Calendars for 2023 SAUPO!

Friday April 7, 2023, KSU Center, 3333 Busbee Dr., Kennesaw, GA 30144

### Potential Topics for 2023 SAUPO

- Doing Business with Asia
- Post Pandemic New Normal
- AI and the Internet of Things
- Building ASIA-USA Partnerships
- Supply Chain Strategies



# SAUPO Recognition Awards

## “Exemplars for ASIA-USA Partnership”

We appreciate your consistent and strong contribution to building partnerships between USA and ASIA  
Over One Decade of Support (2011-2022)



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