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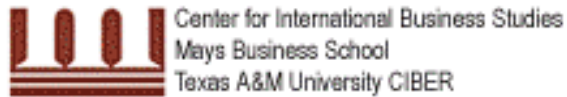
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# CONDUCTING BUSINESS WITH THE EUROPEAN UNION TRENDS, IDEAS, AND APPROACHES

FRIDAY, MAY 16, 2008

ROBERT AND PEARLE RAGSDALE CENTER  
MABEE BALLROOM A  
ST. EDWARD'S UNIVERSITY

## Agenda

- 8:30 a.m. Welcome**  
**Recognition of Sponsors and Introduction of Speakers**  
*Dr. Frank Flauto, Director, International Programs  
Austin Community College, Austin, Texas*
- 8:45 a.m. The Evolution of the European Union and the “Euro”**  
*Dr. Julian Gaspar, Director  
Center for International Business Studies  
Mays Business School, Texas A&M University  
College Station, Texas*
- 9:30 a.m. The Business Environment of Europe**  
*Dr. Jeffrey Johnson, Director  
Center for Global Business Studies  
St. Mary’s University, San Antonio, Texas*
- 10:15 a.m. Break**
- 10:30 a.m. Establishing a Business in the European Union**  
*The Honorable Robert Braubach, Attorney and  
Counselor at Law, Honorary Consul of Belgium,  
San Antonio, Texas*
- 11:15 a.m. Lunch**
- 1:00 p.m. Promoting Texas - EU Trade and Investment**  
*Mr. Mortada Mohamed, Regional Director for Europe,  
Middle East, Africa, Economic Development &  
Tourism, Office of the Governor of Texas, Austin, Texas*
- 1:45 p.m. Texas and the UK: Partners in Energy Innovation**  
*Ms. Azeemeh Zaheer, Vice Consul (Energy - Oil &  
Gas), International Energy Team, UK Trade & Invest  
ment, British Consulate General, Houston, Texas*
- 2:30 p.m. Panel Discussion**
- 3:30 p.m. Closing Remarks and Adjourn**

## Speakers

**The Honorable Robert Braubach** is a graduate of the University of Texas Law School and Free University of Brussels. Mr. Braubach worked in the Competition Directorate of the Commission of the European Communities (Brussels). He subsequently practiced at two prominent U.S. international law firms: Cleary, Gottlieb, Steen & Hamilton (Brussels Office) and Coudert Brothers (Paris and Brussels Office). He is licensed in both the Czech Republic and the state of Texas and Board Certified in Real Estate Law. Currently in private law practice in San Antonio, he serves both international and domestic clientele and regularly assists CPA, law, real estate and other firms with a variety of international and domestic legal matters. Mr. Braubach is the Honorary Consul of Belgium for South Texas.

**Dr. Frank Flauto** holds a Ph.D. in Organizational Communication and Development from Ohio University and an M.A. in Inter-American Affairs. He has over ten years experience teaching at the graduate and undergraduate levels. For three years, he served as a department chair at Ohio University. He is on the advisory board of University of Texas CIBER and the Center for European Studies. From 2000 through 2005, he was the International Program Manager for the City of Austin with responsibility, among other things, for the city’s international economic development efforts. He has served in a leadership role on the Greater Austin International Coalition, the Mayor’s International Infrastructure Task Force, the International Partnership of Greater Austin, the International Center of Austin, and the Mexico Trade Center. He is a founding member of the 2006 World Congress on Information Technology. He is presently the Director of the International Business Institute at Austin Community College in Austin Texas.

**Dr. Julian Gaspar** is a Professor of International Finance who teaches graduate students at Mays Business School in College Station and also leads an annual five-week summer study abroad program with 30 undergraduate students in Strasbourg, France. He teaches an executive program in Guatemala, and conducts an annual seminar for European students at the University of Strasbourg. In addition, Dr. Gaspar is the Director of Texas A&M University’s CIBER (Center for International Business Education and Research) program and is responsible for internationalizing Mays Business School’s curriculum, faculty research, and business outreach programs. He is an international economist with over 18 years of global expertise in private sector development and structural adjustment programs of developing and transitioning economies. He worked as an international economist with Bank of America in Tokyo and San Francisco and with the World Bank Group in Washington, D.C. Dr. Gaspar’s regional expertise is Asia, the European Union, the former Soviet Union, Central America, and the Middle East.

## Speakers

**Dr. Jeffrey Johnson** is an Associate Professor of International Business at St. Mary’s University and the Director of the Center for Global Business Studies. Prior to his appointment at St. Mary’s he was a Lecturer of International Business at the University of Strathclyde in Glasgow, Scotland. He holds a Ph.D. in International Business from the University of Strathclyde and an MBA with an emphasis in International Business from the University of Colorado. Dr. Johnson has extensive professional business, entrepreneurial and research consultancy experience. His research has been published in the European Management Journal, the Journal of International Entrepreneurship, the Journal of Global Awareness, Global Focus and Multi-nationals in a New Era. He was appointed as the 2003-2005 Deirdre Harkins Richards Professor of Free Enterprise, and was the recipient of the 2002 Academy of International Business Best Dissertation Award, 2006 Outstanding Faculty Award, and the 2007 Distinguished Faculty Award.

**Mr. Mortada Mohamed** is the Regional Trade Director for Europe, Africa, and the Middle East, Office of the Governor of Texas, Economic Development & Tourism Division. Prior to his current position, he served as Coordinator for Overseas Market Development for the Texas Department of Agriculture and has also worked in international trade in the private sector. During his service with the State of Texas, he has traveled to more than 35 countries promoting the export of Texas products and assisting Texas producers. His work has included countless international trade development activities, as well as export counseling. Mr. Mohamed has served as a speaker for the U.S. State Department International Speaker’s Program throughout North Africa and the Arabian Gulf region and has presented lectures on doing business with the U.S. private sector in both domestic and international conferences, most recently the World Investment Conference in La Baule, France and the North America Small Business International Trade Educators in Vancouver, Canada. He holds an MBA from Thunderbird School of Global Management in Arizona.

**Ms. Azeemeh Zaheer** joined the International Energy Team at UK Trade & Investment as the Vice Consul of Energy in November 2006. Her expertise includes sales, business development, marketing, financial services and international public affairs for both profit & non-profit entities. Before joining UKT&I, Ms. Zaheer was the Director of Marketing and Public Relations at Headworks, Inc., has worked with the U.S. Department of Commerce, International Trade Administration, and has experience as a licensed specialist in business lending, merchant services, mortgage lending and investment services for both Bank of America and Washington Mutual. She is an active associate member for the Houston District Export Council and steering committee member of the Houston Technology Center.