

THUNDERBIRD

GLOBAL BUSINESS FORUMS

ASIA PACIFIC

GLOBALIZING E-BUSINESS

SHANGHAI, PRC

September 11, 2000

TOKYO, JAPAN

September 13, 2000

SINGAPORE

September 15, 2000



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THUNDERBIRD

THE AMERICAN GRADUATE SCHOOL
OF INTERNATIONAL MANAGEMENT

GLOBALIZING E-BUSINESS

WEDNESDAY, SEPTEMBER 13, 2000

TOKYO, JAPAN

6:00 p.m. Welcome and Introductions

Dr. Roy A. Herberger, Jr.
President, Thunderbird, The American Graduate School
of International Management

6:15 Keynote Address – Globalizing E-Business

Hiroshi Fukino
Chairman, Dell Computer K.K.

7:00 Panel Discussion – E-Business and Consumers

Dr. Janis McFaul
Director, e-Marketing, General Motors Japan

Taku Shingai
Business Development Director, WorldPoint Interactive, Inc.

Paul Anders Schwamm
President and CEO, @Asia Inc.

8:00 Reception

PAUL ANDERS SCHWAMM

**PRESIDENT AND CEO
@ASIA INC.**

Paul Anders Schwamm first came to Japan in 1986, and has lived and worked in Japan the past 9 years. Prior to founding @Asia Inc., Schwamm was a management consultant specializing in developing new business and turning around under-performing operations in Japan. Schwamm was formerly Board Member of SmithKline Beecham Pharmaceuticals (Japan), a \$350 Million business with 1,000 employees, and General Manager of SmithKline Beecham Consumer Healthcare (Japan). Prior to joining SB, he served 4 years as General Manager of the Japan consumer products subsidiary of American Home Products Corporation. Schwamm successfully turned around the Japan consumer operations of both of these corporations. From 1987 - 1990, he was the Principal of Pacific American Services, Inc., a New York-based international consulting and business development firm. Prior to this, he had worked for nearly five years for Sandoz International, in various consumer marketing positions in both the USA and Europe.

In addition to his 9 years in Japan, Schwamm has also lived in Germany for three years. He speaks English, German, and some Japanese. He earned his MIM, with Highest Honors, from the American Graduate School of International Management (Thunderbird), and has taken advanced MBA courses in Mergers & Acquisitions and Managerial Economics at Pace University. He holds a BA in Political Science from Hobart College, and at the Universitat Freiburg im Breisgau and the Institute of European Studies in Freiburg, Germany.