

# USC Marshall

School of Business

December 26, 2011

Dear Marshall School Alumni and Friends,

The Marshall School, under the leadership of the IBEAR MBA Program and the Center for International Business, will produce a bi-annual Pacific Rim Business Forum in Asia, titled the **“USC Marshall Pacific Rim Business Forum.”** We will do this in the years when USC is not producing its “Global Conference.” (The next one will be in Seoul in 2013.)

We will launch the 2012 Forum in **partnership** with the highly-influential USC Alumni Association of Indonesia (AUSCI) [www.ausci.org](http://www.ausci.org) in Bali on October 18-20. Our preliminary concept is to recruit 40 to 50 business panelists (alumni and friends) from around the Pacific Rim and to attract 150 to 200 additional participants from around the Pacific Rim—perhaps, with 75 from Indonesia, 100 from other Asian economies, 20 from Latin America and 75 from the United States—including most of the IBEAR students in the 2012/13 class. (The IBEAR 2012/13 class schedule has been arranged to have a week-long break October 15 to 19 to enable IBEAR participants to join the Forum).

We will soon create a Planning Committee for the Forum—comprised of prominent alumni from around the Pacific Rim—to help us design the agenda and to recruit speakers, participants, and sponsors from each Pacific Rim economy—including India. Our goal is to attract at least 10 participants from almost each economy in Asia. Registration fees for the Forum will be kept very low—just enough to cover the marginal costs of food and drink at an excellent conference hotel in Bali.

**Please save these dates—October 18 to 20 on your 2012 calendar** and please consider adding a few days for pre-Forum optional sightseeing tours and an optional golf tournament. Also, please send us any suggestions you might have for content and panelists for the Forum. **We very much look forward to participating with you in what will be a very productive and very enjoyable USC Marshall Forum in Bali!**

Best regards,



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