



# SAUPO<sup>®</sup>

SYMPOSIUM ON ASIA-USA PARTNERSHIP OPPORTUNITIES



Friday, April 7<sup>th</sup>, 2023

KSU Center

3333 Busbee Drive

Kennesaw GA 30144



# Platinum Sponsor

## Dr. Catherine “Katie” Kaukinen

Dean

Radow College of Humanities and Social Sciences

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 B.A. 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. May Gao, SAUPO Chair

Professor of Communication and Asian Studies, KSU



Dear all, Welcome to SAUPO 2023! The Symposium on ASIA-USA Partnership Opportunities (SAUPO) is organized by the Asian Studies program, with participation from faculty, staff, and students across the campus. KSU Asian Studies program is housed in the Interdisciplinary Studies Department (ISD) at the Radow College of Humanities and Social Sciences. 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 14 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!

# Welcome to SAUPO 2023



## **Dr. Kathy “Kat” Schwaig**

President

Kennesaw State University

Welcome to SAUPO 2023!

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 Léger**, Senior Associate Dean, RCHSS, KSU

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

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

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

**Tyler Reinagel**, Interim Vice President for Research, KSU

**Joseph Manguno**, Lecturer of Communication, KSU

## SECRETARIAT

**Chris Roper**, Business Operations Manager, RCHSS

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

**Kara Ireland**, Office Manager, Interdisciplinary Studies Department, KSU

**Jonathan Maxfield**, Webmaster, KSU

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

## STUDENT VOLUNTEERS

KSU Asian Studies Student Organization (ASSO)

KSU M.A. 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



climate change  
carbon neutral by 2050

material resources  
100% sustainable textile  
materials by 2030



water resources  
reduce water use & increase  
wastewater recycling

chemical management  
reduce chemical usage by  
new production methods



respect people  
ensure safe fair workplaces  
throughout our supply chain

# YKK<sup>®</sup>

# Diamond Sponsor



## FIND YOUR POTENTIAL

FIND YOUR WINGS

Make a difference in the world with a health and human services degree at Wellstar College at Kennesaw State University (KSU) in Georgia.

### UNDERGRADUATE DEGREES

- Exercise Science
- Health and Physical Education
- Human Services
- Integrated Health Science
- Nursing
- Public Health Education
- Sport Management

### GRADUATE DEGREES

- Applied Exercise and Health Science
- Dual Degree
- Leadership in Nursing
- Primary Care Nurse Practitioner
- Prosthetics and Orthotics
- Social Work

### MINORS AND CERTIFICATES

- Child Advocacy Studies
- Coaching
- Nonprofit Management & Social Innovation
- Nonprofit Management and Leadership
- Nutritional Science
- Public Health Education

The Wellstar College of Health and Human Services is preparing leaders, professionals, and scholars to improve the health and welfare of individuals and communities locally and beyond. We provide an innovative and collaborative academic environment designed to prepare students for rewarding and purposeful careers in Nursing, Exercise Science, Global Health, Health Equity, Social Work, and Rehabilitation Science.



WELLSTARCOLLEGE.KENNESAW.EDU

# Gold Sponsor



## EXPERIENCE **HONORS** AT KENNESAW STATE

Amplify your  
undergraduate career through  
robust and transformative honors experiences.

- Exciting honors curricula emphasizing experiential learning
- Excellent faculty and small, seminar-style honors courses
- Specialized honors advising
- Honors events to broaden connections and inspire the life of the mind
- Honors study abroad and study away opportunities
- Honors student leadership organizations
- A variety of honors capstone experiences
- Mentoring in applying for National and International Scholarships and Fellowships.

**55%**

Class of 2022 Honors  
Scholars Pursuing  
Graduate Degrees

**3.8**

Average GPA of the  
KSU Journey Honors  
College graduating  
class of 2022

**\$657,000+**

Honors Scholarships  
Awarded for the  
Fall of 2022

We are seeking partnerships to transform the lives of students and empower them to make a positive impact on our community, nation, and the wider world. Join us!



**KENNESAW STATE  
UNIVERSITY**  
KSU JOURNEY HONORS COLLEGE

For additional information please visit our website:

**[honors.kennesaw.edu](https://honors.kennesaw.edu)**



# Morning Program

	Panels & Activities
<p>8:00 AM—9:00 AM</p>  	<p><b>Registration &amp; Breakfast with Live Guzheng Performance</b>  <i>Sponsored by</i>  <b>InvestHK</b>  <b>Yereq Geo Energy</b></p>
<p>9:00 AM—9:30 AM</p> 	<p><b>Opening &amp; Introductions</b></p> <ul style="list-style-type: none"> <li>◆ <b>May Gao</b>, SAUPO Chair, Professor of Communication &amp; Asian Studies, KSU</li> <li>◆ <b>Catherine “Katie” Kaukinen</b>, Dean, Radow College of Humanities &amp; Social Sciences, KSU</li> <li>◆ <b>Ivan Pulinkala</b>, Provost and Senior VPAA, Kennesaw State University</li> <li>◆ <b>Honorable Mio Maeda</b>, Consul General of Japan in Atlanta</li> <li>◆ <b>Honorable Andre Omer Siregar</b>, Consul General of Indonesia in Houston</li> <li>◆ <b>Tyler Reinagel</b>, Interim Vice President for Research, KSU</li> </ul> <p style="text-align: right;"><i>Sponsored by</i>  <b>KSU Radow College of Humanities &amp; Social Sciences (RCHSS)</b></p>
<p>9:30 AM—10:30 AM</p> 	<p><b>Panel 1: Opportunities &amp; Challenges in ASIA-USA Partnerships</b>  <i>Moderator: Monica Swahn, Dean, WellStar College of Health and Human Services, KSU</i></p> <ul style="list-style-type: none"> <li>◆ <b>DeAnn Golden</b>, President &amp; CEO, Berkshire Hathaway HS Georgia Properties</li> <li>◆ <b>Jessica Cork</b>, Vice President, YKK Corporation of America</li> <li>◆ <b>Steven Jahng</b>, Director of External Affairs, SK Battery America</li> <li>◆ <b>Jae Kim</b>, Korean Practice, Aprio</li> </ul> <p style="text-align: right;"><i>Sponsored by</i>  <b>KSU Wellstar College of Health &amp; Human Services</b></p>
<p>10:30 AM—11:00 AM</p> 	<p style="text-align: center;"><b>Morning Networking Break</b></p> <p style="text-align: right;"><i>Sponsored by</i>  <b>YKK Corporation of America</b></p>
<p>11:00 AM—12:00 AM</p>  	<p><b>Panel 2: Post Pandemic Technology &amp; Innovation</b>  <i>Moderator: Ian Ferguson, Dean, Southern Polytechnic College of CEET, KSU</i></p> <ul style="list-style-type: none"> <li>◆ <b>Nagendra Roy</b>, CEO, AanseCore</li> <li>◆ <b>Bill Strang</b>, President, TOTO USA</li> <li>◆ <b>Dimitris Horiatis</b>, Deputy Head of Business &amp; Talent Attraction, InvestHK</li> <li>◆ <b>Sumanth Yenduri</b>, Dean, College of Computing and Software Engineering</li> </ul> <p style="text-align: right;"><i>Sponsored by</i>  <b>KSU Southern Polytechnic College of Engineering &amp; Engineering Technology</b>  <b>AanseCore</b></p>

# Afternoon Program

## Panels and Activities

12:00 PM—1:30 PM



### SAUPO Networking Lunch with Keynote Speeches

- ◆ **Honorable Matt Murray**, U.S. Senior Official for Asia-Pacific Economic Cooperations (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

*Sponsored by*  
**Berkshire Hathaway HomeServices Georgia Properties (BHHSGA)**

1:30 PM—2:30 PM



### Panel 3: Trends in Global Manufacturing & Business

*Moderator:* **George Mui**, Managing Partner, Global Consultants United

- ◆ **Allan (Yun-Chin) Lin**, CEO, Winmate Inc.
- ◆ **John Rustin**, Founder, Yereq Geo Energy
- ◆ **Melissa Takeuchi**, Project Manager, Georgia Department of Economic Development
- ◆ **Masae Okura**, Partner, Taylor English & Duma

*Sponsored by*  
**KSU Coles College of Business**

2:30 PM—3:00 PM



**Weee!**

### SAUPO Reception

- ◆ **Karen Kornweibel**, Dean, KSU Journey Honors College
- ◆ **Cathy Peng**, Founder, Cathy Fun Fitness

*Sponsored by*  
**KSU Journey Honors College**  
**Weee Asian Groceries**



Bronze Sponsor



# Teach in China

## Directors

## Teachers



Tel: (678) 232-7108    [www.kidsrkids.com](http://www.kidsrkids.com)

Email: [frank@kidsrkidschina.com](mailto:frank@kidsrkidschina.com)

# Gold Sponsor



**YEREQ**  
**GEO**  
**ENERGY**

WORLD'S FIRST EV  
SHARING  
**ECONOMY**

 830 NE Holladay St Portland, OR 97232

**YEREQ GEO ENERGY LLC**

 (503) 967-3727

# Gold Sponsor



**Be Happy  
Be Healthy**

## CFF

Cathy Fun Fitness (CFF) - The largest Asian American online fitness platform, bring health and happiness to everyone through Free, Daily 1~2 Hours Online Fitness Programs. About 400,000 participants benefit from the platform.

## Weee

Weee! - The largest Asian and Hispanic online supermarket in North America

**Jointly Offer a Special  
Deal for Your Grocery  
Shopping**



Cathy Fun Fitness 每日公益云健身信息

美西: 4:30-6:00 pm / 美东: 7:30-9:00 pm

Zoom: 889 0406 8282 / Passcode: 8888

CFF Fitness Live: <https://www.youtube.com/@CFFfitnessLive>

公众号/视频号: Cathy 开心健身平台

# Gold Sponsor



## Grow your business with us

Your Strategic Business Partner For Training People, Transforming Processes & Modernizing Technology.



Cost-Competitive **Flexi-Shore Delivery Model**

### SERVICES WE OFFER



**Global Talent Acquisition**  
Benefit from our "Talent as a Service"

- Temporary Hiring
- Permanent Hiring
- Contract to Hire
- 98% Candidate Success Rate



**IT Products & Services**  
Empower your IT Ecosystem

- Web Application Development
- Mobile App Development
- E-Commerce with 3-D Product Modelling
- Advanced Data Analytics
- Cloud Licensing & Reselling
- DevOps Implementation



**Management Consulting**  
Enhance your productivity today

- IT Strategic Planning & Transformation
- IT PMO Consulting
- Business Analysis
- Project Management
- IT Quality Assurance
- ITSM Consulting

### Authorized Cloud Service Providers



+ 1 404- 590 - 9896

nagendra.r@anseacore.com



www.aanseacore.com

HQ: 4555 Mansell Rd Suite 300, Alpharetta, GA USA 30022

# 2022-2026 SAUPO Advisory Board

**Ani Agnihotri**, Chair, USA India Business Summit  
**Glad Lijun Cheng**, Chairman, China Window Group  
**Jessica Cork**, Vice President, YKK Corporation of America  
**Estrella Cramer**, Corporate Procurement Director, UPS  
**Yoshi Domoto**, Executive Director, Japan-America Society of Georgia  
**DeAnn Golden**, President & CEO, Berkshire Hathaway HomeServices Georgia Properties  
**Alex Gregory**, former President & CEO, YKK Corporation of America  
**Lucy Lu**, Founder & CEO, aiLegal  
**Wendy Lu**, Partner, International Tax Services, Aprio  
**John McIntyre**, Director, Georgia Tech CIBER  
**George Mui**, Managing Partner, Global Consultants United  
**Anh Nguyen**, Data Dissemination Specialist, U.S. Census Bureau  
**Masae Okura**, Partner, Taylor English Duma LLP  
**Penelope Prime**, Professor of Economics, Georgia State University  
**Nagendra Roy**, CEO, AanseCore  
**Jagdish Sheth**, Charles H. Kellstadt Professor of Marketing, Emory University  
**Frank Su**, President, Kids'R'Kids China  
**Kun Su**, Co-Founder, Rugged USA LLC  
**Brendan Tate**, Director, U.S. Department of the Interior  
**Stan Shengqi Wang**, CEO, Tenfunder Investment Group  
**Li Wong**, Publisher & CEO, Georgia Asian Times  
**Stella Xu**, Managing Director for China Office, Georgia Department of Economic Development





**KENNESAW STATE  
UNIVERSITY**  
COLES COLLEGE OF BUSINESS

**#1**

**Executive MBA  
Program in Georgia**

*CEO Magazine*

**TOP RANKED**

**Part-Time MBA Program**

*US News and World Report*

**#1**

**Online MBA  
Program in Georgia**

*Fortune*

# YOU'RE READY! EMPOWER YOURSELF AT KSU

- ▶ EVENING MBA
- ▶ WEB MBA
- ▶ EXECUTIVE MBA
- ▶ MS IN HEALTHCARE MANAGEMENT AND INFORMATICS
- ▶ MS IN INFORMATION SYSTEMS
- ▶ MASTER OF ACCOUNTING
- ▶ PHD IN BUSINESS



For more info on  
KSU Coles Graduate  
Programs, scan here

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

# Platinum Sponsor



## Where Engineers are Made



EDUCATION

SOUTHERN POLYTECHNIC COLLEGE OF ENGINEERING AND ENGINEERING TECHNOLOGY

KENNESAW STATE UNIVERSITY  
HENSSELER Financial  
SOCIAL IMPACT

RESEARCH



- DEGREES:**
- 12 Undergraduate
  - 6 Graduate
  - Ph.D. Interdisciplinary Engineering



[engineering.kennesaw.edu](http://engineering.kennesaw.edu)

**Find out More!**

# 2023 SAUPO Exhibitors

AanseaCore

Aprio

Berkshire Hathaway HomeServices Georgia Properties

Bremen Cabinetry

Delta Air Lines

InvestHK

Kids'R'Kids China

KSU College of Computing and Software Engineering

KSU Coles College of Business

KSU Journey Honors College

KSU Radow College of Humanities and Social Sciences

KSU Southern Polytechnic College of Engineering and Engineering Technology

KSU Wellstar College of Health and Human Services

PrintGraphics

U.S. Census Bureau

U.S. Equal Employment Opportunity Commission (EEOC)

Yereq Geo Energy



# Bronze Sponsor

## JOIN THE JOURNEY TO A MORE SUSTAINABLE FUTURE.

Partner with Delta to grow the supply and availability of Sustainable Aviation Fuel (SAF).



We offer flexible purchase options to make it easy for customers to achieve their sustainability goals.



We are partnering with Air France and KLM, a leader in sustainability, on SAF offerings and global solutions.



The Delta SAF Program is certified and audited by Ernst & Young's Climate Change and Sustainability Services team.



Together, we can reduce the environmental impact of business travel.



Receive customized reporting, data and analysis to help you understand and improve your impact.



Currently, SAF production can reduce life cycle emissions up to 80% compared to fossil fuels.

## SAF PARTNER JOURNEY



### EMISSIONS CALCULATION

We calculate total CO2 emissions for partners and their travelers.



### PARTNERSHIP CONTRACT

We contract the annual contribution to the SAF program.



### JOINT EXPOSURE

We work with partners to promote their commitment to sustainability.



### TAILORED PROPOSAL

We provide custom purchase options to fit every partner's needs.



### PURCHASING SAF

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



### SUSTAINABILITY REPORT

Partners receive a certificate of purchase and an annual report demonstrating your impact.

# Diamond Sponsor



The best time for new beginnings is now.  
**Forever moving you.**

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

WARREN BUFFETT, CHAIRMAN | BERKSHIRE HATHAWAY INC.

100 Mansell Court East | Suite 600  
Roswell, GA 30076

770.992.4100

**BHHSGeorgia.com**

**BERKSHIRE HATHAWAY** | GEORGIA PROPERTIES  
HOMESERVICES

©2023 BHH Affiliates, LLC. An independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity.

# 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



# Next SAUPO



## Mark Your Calendars for 2024 SAUPO!

Friday April 12<sup>th</sup>, 2024 Room 400 KSU Center,  
3333 Busbee Dr., Kennesaw, GA 30144

### Potential Topics for 2024 SAUPO

- ◆ Doing Business with Asia
- ◆ Technology and Innovation
- ◆ Building ASIA-USA Partnerships
- ◆ Career Opportunities in Asia-Pacific
- ◆ Leadership and Communication

# Asian Studies



KENNESAW STATE  
UNIVERSITY

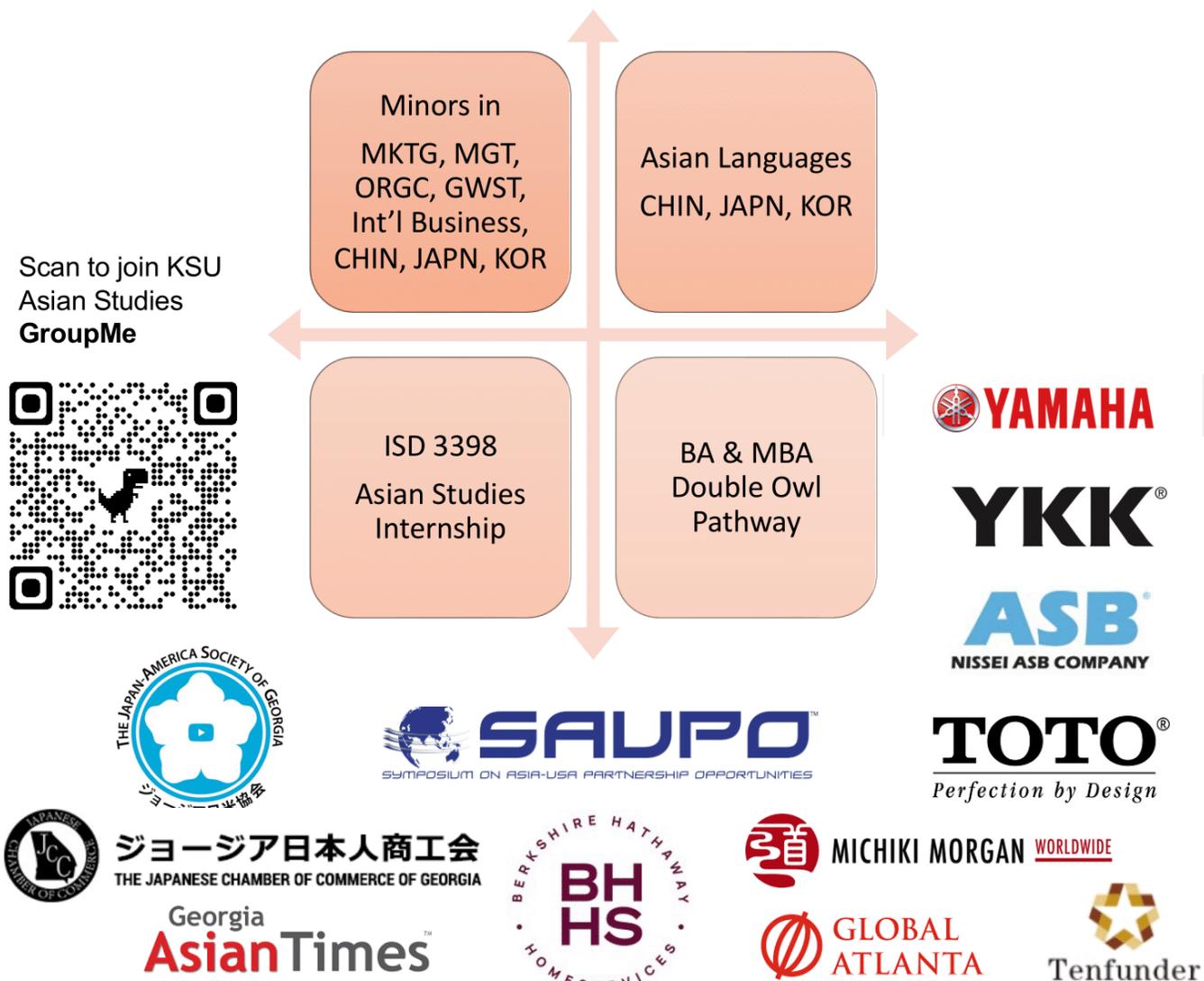
## *Bachelor of Arts in Asian Studies* *Double Major & Minor Opportunities* *ASIA Courses on Asian Languages & Cultures*

Ms. Daisha Huiel, ISD Program Coordinator, 470-578-2431, SO-2019A

Prof. Matt Waller, Asian Studies Advisor, [mwaller8@Kennesaw.edu](mailto:mwaller8@Kennesaw.edu)

Dr. Sha Huang, Asian Studies Director, Associate Prof. of Chinese: [shuang5@Kennesaw.edu](mailto:shuang5@Kennesaw.edu)

Dr. May Gao, SAUPO Chair, Prof. of Communication & Asian Studies: [mgao@Kennesaw.edu](mailto:mgao@Kennesaw.edu)





# SAUPO™

SYMPOSIUM ON ASIA-USA PARTNERSHIP OPPORTUNITIES

## Thank You to Proud 2023 SAUPO Sponsors!

### Diamond Sponsor



**KENNESAW STATE UNIVERSITY**  
WELLSTAR COLLEGE OF HEALTH AND HUMAN SERVICES

### Platinum Sponsors



**KENNESAW STATE UNIVERSITY**  
NORMAN J. RADOW COLLEGE OF HUMANITIES AND SOCIAL SCIENCES



**KENNESAW STATE UNIVERSITY**  
COLES COLLEGE OF BUSINESS



**KENNESAW STATE UNIVERSITY**  
SOUTHERN POLYTECHNIC COLLEGE OF ENGINEERING AND ENGINEERING TECHNOLOGY

### Gold Sponsors



**KENNESAW STATE UNIVERSITY**  
KSU JOURNEY HONORS COLLEGE

### Silver Sponsors



### Bronze Sponsors



### SAUPO Partners





**Organized by Kennesaw State University™**