Global Initiatives Council

Wednesday, June 10, 2015

9 a.m. Registration & Networking
9:30 – 10:30 a.m. Program

MEETING AGENDA

I. Welcome
   Mandana Sadigh
   2015 Chair, Global Initiatives Council
   Senior Vice President & Treasurer
   Mattel, Inc

II. China: Market Entry Strategies for U.S. Brands
    Frank Lavin
    CEO & Founder
    Export Now

III. Questions & Answers

Adjourn.

Next meeting:
Wednesday, August 19
9-10:30 a.m.
Frank Lavin is the CEO and founder of Export Now, a U.S. firm established in 2010 to operate e-commerce stores in China for foreign companies.

In Government, Lavin served as Under Secretary for International Trade at the U.S. Department of Commerce 2005-2007. In that capacity, Lavin served as lead trade negotiator for both China and India and was the senior policy official in the Department responsible for commercial policy, export promotion, and trade negotiations across the globe. Lavin was U.S. Ambassador to the Republic of Singapore from 2001-05, where his duties included helping negotiate the U.S.-Singapore Free Trade Agreement.

In the private sector, Lavin served in senior finance and management positions in Hong Kong and Singapore with Bank of America, and Citibank.

Previously, Lavin served in the George H.W. Bush and Reagan Administrations, working in the Department of Commerce, Department of State, National Security Council, and White House. Lavin served as Director of the Office of Political Affairs in the White House 1987-89.

Lavin earned a B.S. from the School of Foreign Service at Georgetown University; an M.S. in Chinese Language and History from Georgetown University; an M.A. in International Relations and International Economics from the School of Advanced International Studies at the Johns Hopkins University; and an M.B.A. in Finance at the Wharton School at the University of Pennsylvania.


Lavin is the co-author of “Export Now” (2011), a featured title by John Wiley & Sons. He was Editor of “Rising to the Challenge” (EDM 2010), the official book of the USA Pavilion at the Shanghai 2010 World Expo.

Lavin serves on the Board of Directors of Globe Specialty Metals, the world’s largest producer of silicon metal alloys, Consistel, the largest telecommunications firm for in-building services in Southeast Asia, and UOB Bank a Singapore-based regional bank. He also served as Chairman of the Steering Committee of the Shanghai 2010 World Expo USA Pavilion.