

**Selling and Servicing Japanese Corporations, Executives and Families:
A Seminar for Service Excellence
A Strategy Dynamix Business Expansion Seminar**

**Hosted by
North Alabama International Trade Association (NAITA)
As part of the NAITA Trade Education Tour**

**Co-Hosted by
Cullman Area Chamber of Commerce, Cullman Economic Development Agency, Alabama
Development Office, the Alabama International Trade Center, The Japan America Society of
Alabama (JASA) & the U.S. Department of Commerce-Birmingham Export Assistance Center**

Date/Time:	Monday June 23, 2003 11:30 to 13:00 (A box lunch briefing)
Location:	Cullman Electric Cooperative Training Room at 1749 Eva Road in Cullman, Alabama
Fee:	Free for NAITA members. \$10 for non-members (Paid to NAITA by cash or check – either in advance or at door.) Pre-registration is encouraged.
Registration:	Fax to 256-532-3704, e-mail to rsvp@naita.org or mail to NAITA, P.O. Box 2457, Huntsville, AL 35802. Please list Name, Title, Company Phone, Fax, Mailing Address, and E-mail Address.
Speakers:	Sylvester Di Diego, President, Strategy Dynamix Robert Carlson, Alabama Representative, Strategy Dynamix
Overview:	<p>Attracting Japanese investment and assisting Japanese companies in successfully settling into Alabama communities requires the efforts and skills of many people and organizations. This is a collective effort by economic developers, businesses, community leaders, and service organizations. Each party needs to recognize its role in the overall process, as well as the roles of other parties. In addition, each party needs tactics and techniques to address specific issues, needs to leverage existing resources, and on occasion to invent practical solutions. These needs are relevant during the business attraction phase, during construction and start-up, and during operations, as well as when welcoming Japanese families to your community.</p> <p>This seminar offers an overview of common issues, provides general insights, and offers ideas to empower you and your organization to meet the needs of the incoming Japanese, as well as support existing community members. The seminar is being conducted by the Strategy Dynamix team (www.StrategyDynamix.com) who have over 50 years experience in Japanese business and transplant operations in the U.S., in cooperation with your local community leaders.</p>
Who should Attend:	Economic development professionals, business and community leaders, including providers of services that will be utilized by Japanese living in the community, and American firms seeking to supply Japanese companies.
Format:	An engaging, interactive 90-minute session will be conducted to provide a practical awareness of key issues, especially those during the attraction phase, market entry, operation start up, and family settlement process. Potential approaches and tactics for solving important issues will be offered. The needs of specific participants in the overall process will be considered: community and economic development professionals, executive and management teams, labor and employment, U.S. suppliers, and service providers. Insight into Japanese people, culture, and language issues will be provided, as well as practical approaches for Alabama communities to use in overcoming selling and service challenges in a way that will bring success to all parties.

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Strategy Dynamix
Business Expansion & Recruiting

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About Strategy Dynamix

Strategy Dynamix is a bilingual Growth Services Company that accelerates business expansion and enhances business performance for U.S. and Japanese companies, their suppliers, investors, and organizations that support them, especially during the critical growth points of market entry, operation expansion, and business repositioning. Clients leverage our services especially to address needs for selling, supplying, and staffing.

We offer Business Growth Services (strategy and operations services) and Human Capital Services (HR and bilingual recruiting services). Each partner has over 20 years experience supporting Japanese trade and investment. We complement your core team to propel your organization up the growth curve.

About the Speakers

Sylvester J. Di Diego, Jr. **President**

Strategy Dynamix
Headquarters & Metro New York Office

Sylvester Di Diego is an expert of Foreign Direct Investment in the Americas and Asia for funding, starting-up, expanding, digitizing, and repositioning companies in the manufacturing, technology, distribution, and service sectors. In addition to leading the growth of Strategy Dynamix, he plays an active role with **Business Growth Services**. Previously, Sylvester was with Mitsubishi Corporation and Scient Corporation.

At Mitsubishi (1982-2000), Sylvester assisted the Chairman and served the Corporate Investment Committee. He advised subsidiary presidents to enhance performance of \$1 billion U.S. portfolio and led corporate investment development in the Americas. Sylvester was on the start up team of 2 U.S. based transplants; built a \$42 million business; and operated/scaled a global supply chain outsourcing business. He has led over 20 U.S. vendor certification programs. Sylvester led projects in U.S., Canada, Mexico, Brazil, Peru, China, and Pakistan.

At Scient (2000-2001), Sylvester was an Engagement Manager and advised Japanese and U.S. executives on funding, designing, and implementing digital projects. He also served as an expert on Supply Chain/ Procurement.

Sylvester is active in several civic and business organizations and speaks on business, strategy, and investment topics to industry and corporate groups. He is proficient in Japanese and has been stationed in Japan for a total of 5 years. Sylvester has a BA from Harvard and was awarded a Michael Rockefeller Fellowship to Japan.

Robert R. Carlson **Alabama Representative**

Strategy Dynamix
Huntsville Office

Rob Carlson has been a resident and active member of Alabama's business community since 1990. He has extensive experience dealing with Japan at professional and personal levels over the past thirty years, including twenty-three years at Mitsubishi Corporation.

At Mitsubishi, Rob held management, business development, investment and relationship management positions in the U.S. and in Japan. He was involved primarily in the space and aerospace industries, working with U.S. companies doing business in Japan and with Japanese organizations' coming to the U.S. He cooperated with U.S. clients in developing strategies for working with the Japanese, as well as acclimating them to norms of "doing business" with the Japanese.

In addition to his work with U.S. and Japanese clients to develop strategies on cooperative programs, Rob also worked with them to expand business activities, increase cross-cultural business understanding, and to manage relations (new and ongoing). Rob has lived in Japan a total of four years, including two years working at the headquarters of Mitsubishi Corporation. He is fluent in Japanese.

Rob is active in various civic and business groups. He has a BA in Economics from Brigham Young University and a Masters of International Management from American Graduate School of International Management.

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