

# Pan-Pacific Conference XXVIII

May 26-29, 2011  
Daejeon, Korea

Sang M. Lee, President and Program Chair



## Corporate Strategies for the **Green World**

In Cooperation with Woosong University, Korea



**Shanghai Jianxin Co. Ltd.**

Venue:

SolBridge International School of Business, Woosong University,  
Yousung Hotel



**Pan-Pacific Business  
Association**

[www.panpacificbusiness.org](http://www.panpacificbusiness.org)

# Pan-Pacific Conference XXVIII Program Agenda

President and Program Chair     **Sang M. Lee**, University of Nebraska - Lincoln  
Chair, The Conference Advisory Board     **Sung-Kyung Kim**, Woosong Educational Foundation  
Chair, The Local Organizing Committee     **SeongBae Lim**, St. Mary's University

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May 26, 2011

Plant tours, sightseeing tours, golf tournament. starting in the morning.  
The Welcome Reception and Cultural Show at 7:00 PM Yousung Hotel

May 27, 2011

Opening Plenary Sessions starting at 9:00 AM at SolBridge International School of Business,  
Woosong University

## Keynote speaker

- **Mr. Hong-Chul Yum, Mayor of Daejeon City**

- **Dr. Sang-Chul Lee, CEO of LGU+ and Vice Chairman of the LG Group**

Special Panel "Corporate Strategies for the Green World: Multinational Perspectives"

## Breakout Sessions

- 1:30 PM-5:00 PM at SolBridge International School of Business

May 28, 2011

## Breakout Sessions all day

- 8:30 AM-5:00 PM at SolBridge International School of Business

The President's Dinner at 7:00 PM at Yousung Hotel

- **Special Performance by Brian Kim, Famous Korean American Popular Singer**

May 29, 2011

## Breakout Sessions

- 8:30 AM- 12:00 Noon at SolBridge International School of Business

The Conference closes.

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**YOUSUNG** SINCE 1915  
HOTEL

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**Contact:** General Manager Mr.WOO Chul Park  
(chadps@hanmail.net)

Yousung Hotel Map



## Transportation Logistics

- ▶ **From Incheon International Airport to Daejeon - Daejeon to Incheon International airport :** Woosong University is planning to provide logistics support.
- ▶ **From Yousung Hotel to SolBridge International Business School-Yousung Hotel :** Woosong University and Yousung Hotel will provide bus transportation for the participants.



### SolBridge International School of Business

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