

Global Forum on Business Case Study

&

Establishment of I-CEE Center

Research Center for the Internationalization of Companies from Emerging Economies

Dear _____,

With great honor and pleasure, we are inviting you to participate in the Global Forum on Business Case Study on **August 29th 2021**, themed on the “**Internationalization of Companies from Emerging Economies**”, hosted by I-CEE Center, International Business School (IBS) of Beijing Foreign Studies University (BFSU). For more information about the I-CEE Center, please refer to attachment 1.

In the forum, we would like to

- 1) Share the new thoughts on the internationalization of companies from emerging economies.
- 2) Share the business cases developed by researchers and students from our partners all over the world. All the cases are contributed by international team writers from different countries, with interesting and deep insights from multicultural perspectives.
- 3) Officially announce the establishment of I-CEE Center, and discuss the future action plan, as well as more cooperation opportunities with interested parties, including universities and colleges, research institutions, companies, government agencies etc.

Tentative Agenda:

- Announcement of the establishment of I-CEE Center;
- Keynote speech;
- Presentation of awarded cases by I-CEE Center researchers;
- Presentation of awarded cases of I-CEE Student Case Competition;
- Future Action Plan

August 29th, 15:00-19:00 GMT+8 Beijing time, on ZOOM. Details available later.

As the participation of you is very important, we appreciate to have your confirmation of participation. **Please sign up by filling out the registration form in the attachment 2 before July 31, 2021.**

We would like to hear your ideas on how we can develop the study of Internationalization of companies from emerging economies. **You are cordially invited to give a keynote speech or present a business case, which would be a great addition to the forum.**

We believe the forum will help all participants acquire new knowledge and ideas, and enhance the research and international cooperation in the study of Internationalization of Companies from Emerging Economies, and provide more opportunities for students and researchers in this area.

Look forward to your feedback and participation!

Best Regards,

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Please follow IBS.BFSU official accounts to get the latest information.

Website: <https://ibs.bfsu.edu.cn/en/> <https://solbridge.bfsu.edu.cn/>

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International Business School
Beijing Foreign Studies University
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