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STANLEY FISCHER, VICE-CHAIRMAN OF CITIGROUP, KEYNOTES NYU STERN’S THIRD ANNUAL GLOBAL BUSINESS CONFERENCE

Conference Addresses the Challenges and Opportunities of Global Expansion

NEW YORK, NY—NYU Stern MBA students from the Asian Business Society, European Business Society, Emerging Markets Association, the Japan Business Association and the Latin American Business Association organized the third annual Global Business Conference, which was held at NYU Stern on February 27, 2004. Stanley Fischer, vice-chairman of Citigroup and former first deputy managing director, International Monetary Fund, was the distinguished keynote speaker. Stanley Fischer addressed the criticisms of global expansion and countered these arguments by offering the greater benefits of globalization.

“We were very pleased with this year’s Global Business Conference, which brought together top managers from the world’s most prominent multinational corporations to discuss key issues facing globalization,” said Joshua Kurtzig, NYU Stern 2004 MBA candidate and chairman of the 2004 Global Business Conference. “We had an impressive roster of speakers that came to Stern from around the world -- Korea, Brazil, the UK and Singapore – bringing unique perspectives that fostered a truly global dialogue.”

Park Yong-oh, chairman and CEO of the Korea-based Doosan Group and an NYU alumnus, was the recipient of the first Alumni Award for Excellence in Global Business. Mr. Park was also a discussant in the executive roundtable and noted that the phenomenal growth of China and India, coupled with Japan's recovery and Korea's leadership in
industries such as shipbuilding and electronics, would make Asia the next economic powerhouse.

The conference addressed a number of critical issues that multinational companies are now facing, such as global sourcing and selling, and weighing the risks and rewards of establishing a presence abroad. Stanley Fischer’s keynote address was followed by an executive roundtable and two panel discussions. The morning panel examined the key strategies and challenges of expanding a business internationally, while the afternoon panel discussed the challenges of negotiating in different cultures and marketing globally.

Sponsors for the conference included Goldman Sachs, Johnson & Johnson, Citigroup, Nike and NYU Stern.

**About NYU Stern**

New York University Stern School of Business, located in the heart of Greenwich Village, is one of the nation’s premier management education schools and research centers. NYU Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and deep resources of the world’s business capital.