

Education and Exporting Expertise

By Danniella Banks

Huntington Provides Award-winning Assistance

While more businesses are looking to export goods and services, financial obstacles remain factors for some and companies often need assistance. One organization providing that help is Huntington National Bank, headquartered in Columbus, Ohio.

Huntington is a 2013 winner of the President's "E Star" Award for Export Service, which is the highest recognition any U.S. entity can receive for supporting export activity. Huntington is the only banking institution to earn the distinction this year.

In November 2012, Huntington hired Sheila Spradlin Reich to help the bank expand its already strong international services. She has built a team comprised of foreign exchange traders and financial experts, as well as members who are bilingual.

"We have hired German, Brazilian and Japanese nationals who speak the language to help clients deal in a language they are more comfortable with," Spradlin Reich explains. "This helps to bridge a cultural gap."

Exporting goods to other countries has changed dramatically with the rise of the Internet. Today, businesses are what Spradlin Reich calls "accidental exporters." Companies with web sites find themselves selling to customers in other countries.

It's all about money: Companies are concerned about selling items outside of the U.S. without a guaranteed payment. At the same time, international customers do not want to pay for merchandise they have not received. This is where Huntington comes in.

The bank's professionals facilitate the transactions to ensure that everyone involved is satisfied. A Huntington team member contacts the purchaser to let them know that the bank is assisting the company with the

sale and to provide reassurance to both parties.

The "E" award program was established by Executive Order in 1961, with the "E Star" added in 1969. It recognized previous "E" award winners for continued significant contributions to U.S. export expansion.



Huntington Bank serves Hoosiers at 25 locations in Central Indiana.

INFORMATION LINK

Resource: Shelia Spradlin Reich, Huntington National Bank, at (614) 480-6114 or www.huntington.com

IU and Ivy Tech Partner for Global Awareness

Cultural diversity and global awareness are becoming more important in today's interconnected world. Ivy Tech is educating its students through a new initiative with Indiana University (IU).

The Global Learning Across Indiana effort is a unique three-year partnership between Ivy Tech and two IU entities: the Center for the Study of Global Change and the Center for the Study of the Middle East. The goal is to bring a global focus to students at Ivy Tech with an internationalized curriculum. This initiative will result in redesigned courses, a statewide global learning certificate and Arabic language instructions that will provide a better understanding of international differences.

"Global learning is knowing about the world, but also knowing about those around you," explains Hilary Kahn, director of the Center for the Study of Global Change. "By understanding cultural differences we become more effective citizens, workers and neighbors."

During each year of the partnership, Ivy Tech will add 20 new courses that focus on international learning. The classes will help students become more globally responsible citizens. The partnership



A recent conference provided faculty members with tools to design courses around global learning.

will also provide an international background to those who seek continuing education. Beyond benefitting students, Global Learning Across Indiana will provide faculty at both institutions with valuable experience. “Faculty will have transferable skills that will help them to become better teachers and engage students in new ways,” Kahn says. Hoosier businesses will also benefit from this program, since many companies are seeking applicants with the skills that the partnership is providing to students. “A strong infrastructure of cultural awareness and the ability to transcend differences will be created at Ivy Tech and in Indiana,” she states. The future of the pairing after the initial three years is unknown, but Kahn is excited for what is yet to come.

“This is just the beginning of the partnership, and I am sure that both schools would be interested in expanding or lengthening the partnership,” she maintains. “There are many possibilities, and we would consider all the ways to expand, such as making this a model for other states and universities to use for internationalization.”

INFORMATION LINK

Resources: Indiana University Center for the Study of Global Change at www.indiana.edu/~global/

Hilary Kahn at hkahn@iu.edu

Purdue is Home to Global Data ‘Phenomenon’

The world turns to West Lafayette and Purdue University for international economic information that cannot be obtained anywhere else. The Center for Global Trade at Purdue has a database – the Global Trade Analysis Project (GTAP) – that can help determine the impact of export subsidies, trade taxes and much more.

GTAP includes a global network of researchers and policy makers that analyze international issues. The project features information from 120 countries and is used by nearly 10,000 people worldwide.

Dr. Thomas Hertel, director of the Center for Global Trade Analysis, helped to bring GTAP and the center to life in 1991 after being frustrated with the way economic data was presented at the time. The previous model did not allow public access, and there was no way of verifying the data being presented. In 1992, database development began, and Purdue became the center’s home.

“Purdue is very supportive of innovation,” Hertel explains. “The university has been a nurturing environment (for GTAP).”

Hertel knew there was a need for this kind of center. At the time, only large institutions were trying to create similar databases, but those didn’t include the vast amounts of information or countries that GTAP would provide.

When the project was originally released, the world was broken into 13 regions. Today, there are over 130 countries and a few small regions the database covers. In order to keep the information up to date, people from around the world contribute data.

“It’s like a snowball effect; once one joins, everyone wants to be part of it,” Hertel points out. “This has become a global phenomenon. Every major player in international trade and environmental agreements is involved in this. GTAP is used by governments, international institutions, the private sector and economists at universities.”

Gaps remain as the world evolves.

“The area that we are struggling to get information from is the countries in the Middle East,” Hertel says. “Many are pressing to add Syria, Lebanon and Jordan to the database because a large amount of trade occurs there, but there is also conflict.”

The Center for Global Trade Analysis is working on the ninth version of GTAP, which should be ready for release in 2014.



Economists from around the world came together in June for GTAP’s 16th Annual Conference in Shanghai.

INFORMATION LINK

Resource: Thomas Hertel, Center for Global Trade Analysis, at Hertel@purdue.edu
Global Trade Analysis Project at www.gtap.org