

March 19, 2006

TO: Ashley Squire and Beth Hastings, Conference Planners  
North Carolina Association of Certified Public Accountants

FR: Gary Gereffi, Duke University

RE: Description of presentation for ncaCPA Small Business Forum on June 22, 2006

DESCRIPTION:

**North Carolina in the Global Economy:  
New Strategies to Compete in Traditional and Modern Industries**

Gary Gereffi  
Director, Center on Globalization, Governance and Competitiveness  
Duke University  
Durham, NC

Everyone is preoccupied with international competitiveness, but no one is sure how to gain and sustain this goal in an ever-changing global economy. The stakes are particularly high in North Carolina, which is a microcosm of the U.S. economy with its highly diverse set of traditional and modern industries that have been both helped and hurt by globalization. Professor Gary Gereffi will speak to us about his new research at Duke University that is focusing on the winners and losers in North Carolina's most important industries, including textiles and apparel, furniture, tobacco, biotechnology, information technology, banking, and hog farming. Professor Gereffi will tell us about his unique global value chains approach to analyzing where North Carolina fits in terms of its global and national competitiveness, and what the state's main challenges are in the next few years. This presentation will highlight the relevance of global changes for corporate strategies, jobs, universities and community colleges, and economic policy in North Carolina and beyond. (Those interested in further information on these topics can go to Professor Gereffi's North Carolina in the Global Economy website at [http://www.soc.duke.edu/NC\\_GlobalEconomy/.](http://www.soc.duke.edu/NC_GlobalEconomy/))

## BIOGRAPHICAL SKETCH

Professor Gary Gereffi is internationally renowned for his work on globalization and development. Professor Gereffi is Director of the Center on Globalization, Governance and Competitiveness (CGGC) at Duke University, and a Professor in the Department of Sociology at Duke. He received his B.A. from the University of Notre Dame, and his M.A. and Ph.D. degrees from Yale University. Professor Gereffi's research and publications cover numerous international regions (including Latin America, East Asia, and Europe) and diverse global industries (such as pharmaceuticals, computers, apparel, footwear, and retailing). His recent books include: *Manufacturing Miracles: Paths of Industrialization in Latin America and East Asia* (Princeton University Press, 1990); *Commodity Chains and Global Capitalism* (Praeger Publishers, 1994); and *Free Trade and Uneven Development: The North American Apparel Industry after NAFTA* (Temple University Press, 2002). He consults on a regular with leading international organizations, such as the World Bank, the United Nations Industrial Development Organization, the International Labor Organization, and the U.S. Agency for International Development. His current projects include a book on the global economy, a study of engineering outsourcing, and research on innovation and diffusion of nanotechnology. Additional information on these and other projects can be found at the CGGC website, <http://www.cggc.duke.edu/>.