May 22, 2006

Duke Campus Club talk on Tuesday, October 24, 2006 at 11 am to 1 pm

DESCRIPTION:

North Carolina in the Global Economy:
How to compete with and learn from China, Mexico and Italy in the 21st century

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Everyone is preoccupied with international competitiveness, but no one is quite sure how to get there. The stakes are particularly high in North Carolina, which is a microcosm of the U.S. economy with its highly diverse set of manufacturing, resource, and service 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, biotechnology, information technology, and logistics. 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 how his Center at Duke is working closely with North Carolina policy makers and businesses to address the state’s main challenges in the next few years. This presentation will use examples from the author’s recent research trips to China, Mexico and Italy. (Those interested in further information on these topics can go to Professor Gereffi’s North Carolina in the Global Economy website.)
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/.