

Viability and Function of California Trade Office in Mexico

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California State universities' student exchange programs with Mexico

Speakers Biographies

Trade Office Panel:

Christopher Wilson

Woodrow Wilson International Center for Scholars

Christopher Wilson is an Associate at the Mexico Institute of the Woodrow Wilson International Center for Scholars, where he develops the Institute's research and programming on regional economic integration and U.S.-Mexico border affairs.

He is the author of *Working Together: Economic Ties between the United States and Mexico* (Wilson Center, 2011). Chris is regularly consulted by national and international media outlets regarding U.S.-Mexico relations and has coauthored op-ed columns for the Wall Street Journal and Dallas Morning News.

Chris previously served as a Mexico Analyst for the U.S. Military and as a researcher at American University's Center for North American Studies. In Mexico, he worked with the international trade consultancy IQOM, Inteligencia Comercial, and with American students studying regional political and social issues. He completed his M.A. in International Affairs at American University, focusing on U.S. foreign policy and hemispheric relations.

Brook Taylor

California Governor's Office for Business and Economic Development

Mr. Taylor serves as GO-Biz's lead spokesperson working with members of the media, legislature and the business community to promote the efforts of GO-Biz and the strength and dynamism of the California economy. He is a member of the Governor's China Team, working to build a stronger partnership and open a trade and investment in China. He has been quoted in the New York Times, Wall Street Journal, Los Angeles Times and many other publications on matters relating to the California economy.

Antonio de la O
S.T. Johnson Company

Antonio De La O, President, Owner, S.T. Johnson Company, Oakland, California- Manufacturer of industrial gas and oil burner systems used on steam boilers in industrial manufacturing plants and commercial facilities such as hospitals, hotels.

Mr. de la O joined S.T. Johnson as Principal and President in 2007. He has over 25 years in manufacturing and management experience. He was the President of Coen Mexico, S.A. de C.V., in Mexico City, from 1985 to 1990. He was the Director of International Operations, and President and CEO of Coen Company, Inc., Woodland, California, from 1990 to 2007. He has a BS in electronic engineering from the Universidad Autonoma Metropolitana, Mexico City.

He has a Law degree from the Universidad del Valle de Mexico, in Mexico City. He is a licensed attorney in Mexican law.

Student Exchange Panel:

Jean-Xavier Guinard
University of California

Professor Guinard is the Associate Vice Provost and Executive Director of the University of California's systemwide Education Abroad Program (UCEAP). Since 1962, when 80 UC students first went to Bordeaux, France for a year of study abroad, UCEAP has provided study abroad options in all academic disciplines to over 78,000 UC students at 120 partner institutions in now 39 countries. It has also hosted over 23,000 students from these partner institutions at UC as part of its Reciprocity Program.

Under his leadership, UCEAP has developed and implemented a strategic plan to support its vision of study abroad for all, academic excellence and best business practices, and to become self-supporting. In 2011-12, 4,700 UC students studied abroad with UCEAP and 1,800 reciprocity students from partner institutions attended UC for up to a year of non-degree study.

Professor Guinard was trained as a food engineer in France and holds degrees from the Agricultural and Food Engineering Institute and the School of Law and Economics in Nancy and the University of Paris. He holds an M.Sc. in Food Science/Enology and a Ph.D in Microbiology from UC Davis. Professor Guinard's research focuses on the sensory properties of foods, beverages and consumer products and how they affect food intake and consumer behavior.

Leo van Cleve
California State University

Leo Van Cleve is currently Director of the California State University International Programs in the Chancellor's Office. He also works with campuses to promote international programs and with Chancellor's Office staff to develop policy and implement systemwide initiatives.

Leo Van Cleve came to the Chancellor's Office in 1995 as Associate Director of International Programs.

In July, 1997 he was named Interim Director and in November 1999 he was named Director of International Programs. Prior to coming to the CSU, Mr. Van Cleve was at Central College and the IES study abroad consortium. He has been involved in national and international professional associations.