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FOR IMMEDIATE RELEASE

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Cal Poly Business Professor to Chair Business Congress in Sarajevo in June

SAN LUIS OBISPO - Cal Poly Orfalea College of Business (OCOB) professor Bill Pendergast will chair an international business congress in Sarajevo in June. Pendergast has been on leave from the OCOB since January 2005 to help launch the first internationally accredited MBA program in the western Balkan region.

The International Management Development Association (IMDA) holds its World Business Congress www.imda.cc each year in a different country. This year's Congress is expected to draw 150 participants from 40 countries to Sarajevo.

Pendergast, in charge of arrangements for the Congress, raised financial support from local and international companies and organized speeches and panels that include the Bosnian Prime Minister and Directors of the World Bank, EBRD, USAID, Bosnian Central Bank, and many prominent business leaders.

A parallel cultural program includes workshops on "Islam in Bosnia," Hundreds of Years of Bosnian Carpets, a private screening and discussion with the director/writer of "Grbavica," this year's Golden Bear film awardee at the Berlin Film Festival, and an optional trip to Dubrovnik in neighboring Croatia.

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