



The Next Phase in Emerging Markets Win Locally to Succeed Globally

There is evidence indicating that the global recession is coming to an end. In addition to positive macro-economic trends, many companies believe that they have hit a bottom in developing markets during the second quarter of 2009. However, executives recognize that past strategies will not necessarily work in a post-crisis environment.

Our latest study addresses top of mind issues faced by executives in emerging markets, including:

What will drive growth over the next five years in emerging markets?

- Are domestic demand and government stimulus packages enough to offset declines in world trade and exports?

How will companies maneuver to capture new sources of demand?

- How can multinationals win market share from low-cost local competition?

How will regional managers create effective business plans for continued investment in their region?

- How are managers providing concrete evidence to support their long-term strategies given limited visibility?

Profiled companies include:

Nokia
Siemens
Networks

Pfizer

Motorola

Intel

Dow
Corning

