



## SEMINAR

# Getting China and India Right

### Who Should Attend

This seminar is targeted at middle to senior level executives in business, government, and the media as well as entrepreneurs. It should be of high value to anybody who believes that the future of his/her organization requires an active engagement with the economies and societies in China and India and who is eager to help shape this future.

### Seminar Objectives

The rise of China and India is transforming the structure of the global economy to a far greater extent than was the case with the rise of Japan and South Korea. The difference has to do with the much larger scale of China and India. Most analysts predict that China will become the world's largest economy by 2030 and India the world's second largest by 2045.

Depending on how well-informed, proactive, and smart a company is at leveraging the emergence of the Chinese dragon and the Indian tiger, these new developments can be either mega-opportunities (look at Nokia) or mega-challenges (look at Alcatel-Lucent). Either way, it is hard to imagine any company in any part of the world that is likely to remain unaffected by this transformation.

This seminar will help participants understand the forces that are propelling the rise of China and India, the similarities and differences between these two countries, the challenges that these societies face as they march ahead, and what these developments mean for companies and business leaders in developed countries.

### Seminar Overview

#### ***Module 1 – The Changing Economic and Social Landscape in China and India***

Until the early 19<sup>th</sup> century, China and India were the two largest and, by the standards of those days, the two richest economies in the world. However, by the mid-20<sup>th</sup> century, they had become two of the poorest. In this module, we will look at the factors that caused their decline and the forces that are now propelling their re-emergence. We will also examine the cultural, economic, and political similarities and differences between China and India and the challenges that these societies face as they continue their forward march.

#### ***Module 2 – China and India: Four Stories Rolled Into One***

This module will put forward and examine the idea that China and India are the only two countries in the world that constitute four game-changing realities, each of them strategically crucial for the global enterprise: (i) mega-markets for almost every product and service, (ii) platforms to dramatically reduce the company's global cost

structure, (iii) platforms to significantly boost the company's global technology and innovation base, and (iv) springboards for the emergence of new fearsome global competitors. Many countries (e.g., Japan, Germany, Russia, Mexico, Brazil, Vietnam) feature one or two of these two stories but, other than China and India, there are none that feature all four.

### ***Module 3 – China and India as Markets: Opportunities and Challenges***

In a very crucial respect, China and India are very different markets from ones that multinational companies have historically experienced. Over the years, MNCs have learned how to pursue market opportunities in countries that are either rich-and-rich (i.e., large market size with high per capita incomes) or poor-and-poor (i.e., small market size with low per capita incomes). In contrast, however, China and India are both rich-*and*- poor at the same time (i.e., large market size but very low per capita incomes). Per-capita incomes in China and India are a tiny fraction of those in the other large economies (one-20th of the U.S. in the case of China and one-40th in the case of India). In essence, China and India constitute mega-markets with micro-customers. This module will examine the impact of this rich-and-poor aspect for the market strategies of multinational companies.

### ***Module 4 – Leveraging China and India for Global Dominance***

This module will focus on how MNCs can leverage the opportunities that China and India offer to boost a company's competitive advantage on a global basis. These opportunities exist on four fronts: a reduction in manufacturing costs, a reduction in the cost of business support services, a large pool of well-trained and relatively less expensive scientists and engineers to boost the company's R&D capabilities, and business model innovation driven by the imperative to capture the rich-and-poor market opportunities in China and India.

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