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SPEAKER
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- Author of *Getting China and India Right*
- One of the world's leading experts on strategy and globalisation



*Anil is widely recognised as one of the world's leading experts on strategy and globalisation. He is the author of *Getting China and India Right* and *The Quest for Global Dominance*.*

*The recipient of numerous awards for excellence in research and teaching, Anil has been recognised by *BusinessWeek* as an outstanding faculty in its "Guide to the Best Business Schools". He is ranked by *Management International Review* as one of the "Top 20 North American Superstars" for research in strategy and organisation. A regular speaker at major conferences, Anil also serves as an adviser and director for corporations in the United States, Europe and Asia. He is the Ralph J. Tyser Professor of Strategy and Organisation at the Smith School of Business, University of Maryland.*

Topics

- Asia
- Business
- China
- Future
- Globalisation
- India
- Leadership
- Management
- Motivation
- Strategy

Masterclass overview

The coming decade will witness the fastest and most profound change in the structure of the global economy. By 2025 China may have caught up with the US to become the largest economy in the world. India is likely to overtake Japan by about 2025 and the US by about 2040.

The rise of China and India is a game-changing phenomenon. Given the size and rapid growth of these two economies, a suboptimal strategy for China and India is no longer a matter of merely leaving some money on the table. Some of the most common mistakes by multinational companies include: viewing China and India solely from the lens of offshoring and cost reduction, building marketing strategies that are centred around just the rich cities and the top five to ten per cent of the population, naivete regarding the choice of local partners and treating these two countries as peripheral rather than core to the company's global strategy.

Value and expected outcomes

- The factors fueling the rise of China and India.
- The multi-faceted opportunities and challenges offered by these two economies.
- The similarities and differences between China and India.
- How to design smart strategies to pursue China and India as markets and also to leverage them for cost efficiency and innovation.

What is covered?

Many of today's Western giants that don't have solid China-and-India strategies will face severe threats to their very existence in as little as 10 years' time, as competitors who are making the most of China and India mark these companies with a bull's eye for annihilation or acquisition.

This masterclass will cover all aspects of global strategy relevant to the current global business environment.

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