EMERGING MARKET TRENDS

- Demand shift from North America to developing countries - 20% per developing country over 5yrs. (CITC Survey)
- Middle-class consumption up $14T over 10 years. (CITC Survey)
- 38 new middle-class consumers over 20 years. (CITC Survey)
- China upper-middle class double to 100M by 2020. (WeForum.org)
- Younger generations 40% higher spend patterns. (WeForum.org)

*The global consumer electronics market is projected to grow at a CAGR of over 15% until 2020. – Future Markets Insight

RECOMMENDATIONS

*Successful companies develop strategies for doing business in emerging markets that are different from those they use at home and often find novel ways of implementing them, too.*
– Harvard Business Review

- Vetting for institutional voids early on. (Apple in India)
- Individualize strategies for each nation. (Dell in China)
- Total opportunity analysis. (Samsung in China & India)