The Challenge

Hundreds of millions of people survive on less than two dollars per day. In addition, approximately 65 million refugees are currently displaced around the world. Many of these individuals living in poverty reside in high-growth areas. For example, by 2050, Africa is projected to have a larger population than China and be home to 20 percent of the world’s population under 20 years of age.

Of the countries projected to grow the fastest over the next few years, most of them are “frontier economies.” These are characterized by politically manipulated markets, weak legal systems, and low per capita income or faltering GDP. This high population growth will place great strain on resources that are already stretched thin.

The Opportunity

For companies operating in mature markets such as North America or Europe, frontier economies provide tremendous opportunity for profitable growth and innovation as we look toward an explosion of urbanization, economic growth and consumer demand. Companies are investing in frontier economies because of their high growth, potential profitability, and because they know they are making lives better in vulnerable populations. However, lack of infrastructure, institutions and poor capacity, and other impediments can make servicing these markets difficult and costly.

Arizona State University is helping to address that challenge. The Frontier Economies Logistics Lab (FELL) brings together top ASU researchers to study problems and propose solutions for developing, sourcing, manufacturing and distributing products and services to frontier economies around the world.

The ASU FELL ADVANTAGE

Led by ASU, one of the world’s leading Supply Chain and Logistics programs, FELL is a diversified, multi-stakeholder, collaborative program intended to develop impactful solutions to supply chain challenges in Frontier Economies by fostering knowledge creation through innovation, more effective implementation and outside-the-box thinking.

FELL will assist industries to lead in identifying and implementing game-changing solutions to intractable market development challenges, leveraging knowledge, skill sets and resources with the appropriate partners to create solutions good for both firms and their developing markets.
Goals

FELL aims to facilitate better lives for people residing in frontier economies. FELL will do this by proposing implementable solutions for the logistical challenges of delivering products and services to frontier economies around the world.

FELL will start with a focus on logistics and supply chain management. Eventually, FELL will encourage collaboration with other disciplines such as sustainability, engineering, marketing, design, education, public policy and global health.

How to Get Involved

Your company is invited to participate in the **Frontier Economies Logistics Lab (FELL) and help drive the research agenda.**

FELL will hold research planning meetings in October 2017 and March 2018 in Tempe, Arizona. Participating companies will help determine the direction of the lab's research and projects.

Contact

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FELL is led by Dale Rogers, a professor of logistics and supply chain management at ASU. He is also the leader in supply chain finance, sustainability, and reverse logistics practices for the Instituto de Logística e Supply Chain in Rio de Janeiro, Brazil. In 2012 he became the first academic to receive the International Warehouse and Logistics Association Distinguished Service Award in its 120-year history. He is a board advisor to FLEXE and also serves on the board of the Reverse Logistics and Sustainability Council.

ASU is #3 in Supply Chain and Logistics graduate programs, ahead of University of Michigan, Stanford and Carnegie Mellon.  
– U.S. News & World Report

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