



# Emerging Markets and Globalization

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# The Executive Forum's TOP 10 Emerging Plastics Countries

- 1-4. BRIC( Brazil, Russia, India & China)
5. Thailand
6. Mexico
7. Korea
8. Hungary
9. Poland
10. A race to chase Vietnam.

# Framing the Debate

1. What is your niche?

# Framing the Debate

2. You are in a global market. Understand and embrace it.

# Framing the Debate

3. There really is only one marketplace.  
You can compete in it locally or globally.

# Framing the Debate

4. But being global helps you to be more competitive locally.

# Framing the Debate

5. The global market is made up of local markets.

# Sustainability Formula

Expansion Opportunities & Customer Growth

+

Core Competence & Adding Value  
(Listening to the Customer)

+

Driving Enterprise Excellence

=

Sustainability (wherever you are)

# Today's Presenters

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Executive Vice President

Ningbo Haitian Group

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