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Einladung

Rama Velamuri

Innovation in Emerging Markets

15. Juni 2010

How emerging market companies rethink innovation
and what we can learn from them

eine Veranstaltung von



weltweit mehr unternehmen.

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corporAID Multilogue Innovation in Emerging Markets

How emerging market companies rethink innovation
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ZEIT

Dienstag, 15. Juni 2010 | 8.00–10.00 Uhr

ORT

Bundesministerium für Wirtschaft, Familie und Jugend
Pressezentrum, 5. Stock, Stubenring 1, 1010 Wien

PROGRAMM

Begrüßung

Rama Velamuri

Innovation in Emerging Markets

Diskussion

Veranstaltungssprache Englisch

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Veranstaltung

Old assumptions about innovation are being challenged. People in the West like to believe that their companies cook up new ideas in their laboratories at home and then export them to the developing world. But this is proving less true by the day. Western companies are embracing “polycentric innovation” as they spread their R&D centres around the world. And companies in emerging countries are becoming powerhouses of innovation in everything from telecoms to computers. A reason for this development lies in the fact that the very nature of innovation needs to be rethought. Innovation cannot be equated only with technological breakthroughs, embodied in revolutionary new products that eventually trickle down to the masses. Many of the most important innovations consist of incremental improvements to products and processes aimed at the middle or the bottom of the income pyramid.

Rama Velamuri explains why the emerging world is no longer a mere source of cheap labour, but rivals the rich countries for business innovation and how it is reinventing systems of production and distribution and experimenting with entirely new business models. He shows why emerging markets are now fertile sources of innovation and what Western companies can learn from companies there.



RAMA VELAMURI

Rama Velamuri is assistant professor at the China Europe International Business School (CEIBS) in Shanghai, where he teaches entrepreneurship and negotiation. He was previously on the faculty of IESE Business School for four years. He has also been a visiting professor at the Indian School of Business since 2004, and has taught at business schools in the U.S., Spain, Germany, Mexico, Peru, Uruguay, Egypt and Nigeria. Rama Velamuri has been a facilitator in executive programs for companies such as Henkel Technologies, Goodyear-Dunlop, Grupo Santander, Vodafone and Nissan Europe. He has worked with the CEO-Collaborative Forum made up of 30 CEOs of young, high-growth, venture capital-backed European technology companies as well as a consultant with the World Bank and the International Finance Corporation in curriculum development projects and in the setting up of entrepreneurship development centers in several developing countries. The two main areas of his research focus lie at the intersection of entrepreneurship and business ethics and the relationship between entrepreneurial strategies and firm growth. Prior to joining academe, Rama Velamuri worked in managerial positions in Grupo Tudor, one of Spain’s largest manufacturing companies, and as a consultant specializing in internationalization and acquisition related projects for Spanish, Indian and American clients.

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ICEP – weltweit mehr unternehmen

Die Entwicklungsorganisation **ICEP – Institut zur Cooperation bei Entwicklungs-Projekten** ist 1996 als private, unabhängige Initiative entstanden, um von Österreich aus einen effektiven Beitrag zur globalen Armutsbekämpfung zu leisten. ICEP berät Partner in Entwicklungsländern bei der Integration armer Menschen in Wirtschaftskreisläufe.

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