

ANDES & SOUTHERN CONE
PROGRAM *presents*

INNOVATION IN EMERGING MARKETS ASIA AND LATAM

FRIDAY, MARCH 5
@12pm EDT

LOURDES CASANOVA, Senior Lecturer and Emerging Markets Institute Gail and Rob Cañizares Director, S.C. Johnson School of Management, Cornell University; **VENETA ANDONOVA**, Dean of Universidad de los Andes School of Management; **MOACIR OLIVEIRA**, Full Professor and Head of the Business Administration Department at USP, University of São Paulo; **YU CHEN**, Associate Professor at Institute of Science and Technology Statistics and Analysis, Chinese Academy of Science and Technology for Development (CASTED); **RAVI RAMAMURTI**, University Distinguished Professor, International Business and Strategy; Director, Center for Emerging Markets Northeastern University; **JUANA GARCIA**, Associate Professor at the Business School from Universidad de los Andes, Colombia and Visiting Scholar at David Rockefeller Center for Latin American Studies at Harvard University

In the past 15 years, emerging markets (EM) have come to represent the largest share of global Gross Domestic Product (GDP) and made gains in economic development and political influence; in turn, their companies have taken on a new level of importance in driving innovation, local development and global competition. We want to invite a conversation about diverse types of innovation in emerging markets and present some findings of the book *From Copycat to Leaders: Innovation from Emerging Markets*.

Presented in collaboration with Emerging Markets Institute, Cornell University; Facultad de Administración Universidad de los Andes and Emerging Multinationals Research Network (EMRN)

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