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PwC and INSEAD hold inaugural Emerging Markets Conference in Singapore

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PwC's Growth Markets Centre (GMC) and INSEAD Emerging Markets Institute (EMI) have combined to provide expertise and insights for a series of annual conferences aimed at drawing attention to the key factors for business success in emerging markets.

The inaugural event, *Emerging Markets Conference – Leading the growth revival*, will be held on 12 and 13 November 2015 in Singapore at INSEAD's Asia Campus. This conference will discuss perspectives on today's most critical business issues and trends affecting emerging markets, including innovation, product and service adaptation, partnering profitably, political risk, sustainability, leadership development and governance - with a particular focus on Asia-Pacific.

Participants will be able to interact directly with the line-up of leading global experts – policymakers, business leaders, entrepreneurs, INSEAD professors and PwC leaders – and gain insights from their experiences operating in emerging markets.

Says David Wijeratne, PwC Growth Markets Centre Leader:

“We are very pleased to be working with INSEAD EMI to hold this series of

global events aimed at supporting businesses understand the challenges that are associated with operating in emerging markets.

“As companies search for emerging markets growth in an ever-increasingly volatile and unpredictable economic climate, it is important that they understand how to develop flexible and sustainable business models to navigate the risks and institutional voids that characterise these complex markets.”

Said Vinika D. Rao, Executive Director, Emerging Markets Institute, INSEAD:

“Emerging markets are undeniably unpredictable, subject to political and economic uncertainty. And yet, they are the best hope we have for a growth revival of the global economy. This conference provides a platform for business leaders, policy makers and academics to engage in knowledge exchange about navigating the challenges and harnessing the potential of these diverse economies.”

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Notes:

1. PwC’s Growth Markets Centre brings together the best of PwC and Strategy& growth markets expertise from across the globe to help companies navigate these complex new markets profitably. Our growth markets methodology supports companies in addressing their market entry and expansion needs. For more information, visit www.pwc.com/gmc
2. You can download the *Emerging Markets Conference* programme [here](#).

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