

# **Asia Strategy Forum**

**28-29 October, Hilton Janak Puri, New Delhi, India**

## **Executive Summary**

Asia is an exciting place and accounts for a significant and increasingly large share of the global economy, boasting three of the ten biggest economies - China, Japan and India. It is the growth center of the current world economy, with two of the fastest emerging economies, China and India. More than sixty percent of the world's population resides in Asia. There is an increasing number of Asian multinationals among the Global Fortune 500. The influence and impact of Asia in the world economy is significant.

Though on a growth trajectory, Asia is diverse and complex and faces numerous challenges. To accelerate growth and face the challenges requires substantial strategic thought, guidance and implementation; which is the primary reason for organizing this strategy forum with a focus on practice. The forum will draw best of experts from industry, think tanks, international organizations and academia to discuss various strategic issues in the Asian context.

The focus of the forum is on practice. It's purpose is to improve practice of strategy in an Asian context as well as to inform and enrich the participants on various strategic issues. The forum will have interactive sessions and networking breaks. The forum will discuss various strategic issues related to corporate strategy practices, Asian MNCs, innovations, SMEs, leadership, governance, doing business in India, doing business in China, energy and sustainability etc.

The forum is an ideal place for senior corporate executives, strategy practitioners, policy makers and researchers engaged in or are going to engage in near future with Asia.

## Programme

### Day 1:

08.00 - 20.00	Registration	
9 - 10.30	Opening Plenary	<p>Rise of Asia : Opportunities &amp; Challenges</p> <p><i>This session would deliberate on the rise of Asia, what it means for Asia and rest of the world, the challenges for companies and countries and the strategies for leveraging the Asian opportunity.</i></p>
10.30 - 11.15	Networking Break	
11.15- 12.00	Parallel Session	<p>Leadership &amp; Governance</p> <p><i>The political leadership and governance plays a critical role in the success of economies and firms. This session would deliberate on the current political leadership and governance in Asian countries and the strategies for companies to deal with it.</i></p> <p>Climate Change &amp; Sustainability</p> <p><i>Climate change and sustainability has become a major global issue. Asia - one of the big global economic actors is also one of the major contributors to the problem of environment. This session would deliberate on how to balance the growth aspirations with the growing environmental concerns.</i></p>

Investment Opportunities in Asia

*Asia is the increasing favorite among investors looking for higher returns. This session would deliberate on investment opportunities and strategies for investment in Asia.*

12.15- 13.00

Parallel Session

Healthcare & Wellness

*With consistent lower ranking of many Asian countries on human development, healthcare is a big challenge in Asia. This session would deliberate on how to provide healthcare and promote wellness and the strategies for companies and countries to deal with it.*

Education and War for Talent

*Education is one of the key inputs for economic growth. This session would deliberate on the increasing concerns on the quality of graduates, their employability, and the possible shortage of talent; and the strategies for companies and countries to deal with it.*

Energy

*Energy is one of the key inputs for economic growth. This session would deliberate on increasing concerns of energy security, alternate sources and the strategies for companies and countries to deal with it.*

13.00 - 14.00      Networking Lunch

14.00- 14.45      Parallel Sessions

Understanding Asian Consumers

*Asia is diverse and complex and so are Asian consumers. This session will deliberate on how to understand these differences and find common grounds in the diversity and complexity.*

Future Sourcing Models from Asia

*Outsourcing to Asia has grown many folds in the last decade. This session will deliberate on emerging sourcing models, sourcing challenges and outsourcing strategies.*

Asian Retail Revolution

*Asia is transforming from mom and pop stores to organized retail at a rapid pace. This session will deliberate on the retail scenario, the challenges and strategies to deal with it.*

15.00-15.45      Parallel Sessions

Doing Business in India

*India is the second fastest growing economy and third biggest economy in Asia. This session will deliberate on how to do business in India, what are the key challenges and what strategies to follow.*

Doing Business in China

*China is the fastest growing economy and the biggest economy in Asia. This session will deliberate on how to do business in China, what are the key challenges and what strategies to follow.*

Doing Business in Japan

*Japan is the second major economy in Asia. This session will deliberate on how to do business in Japan, what are the key challenges and what strategies to follow.*

15.45-16.30            Networking Break

16.30- 17.30            Plenary Session

China–India Strategy

*China and India are different in many ways and also similar in many ways. This session will deliberate on the differences, the similarities and how to develop a joint strategy for China and India.*

**End of Day One Program**

**Day 2 :**

8.00-12.00	Registration	
9 - 10.30	Plenary Session	<p>Strategy in Asia: Key Challenges &amp; Issues</p> <p><i>This session will deliberate on the key challenges and issues facing corporate strategy in Asia and how to develop and implement successful corporate strategies to take care of these challenges.</i></p>
10.30 - 11.15	Networking Break	
11.15- 12.00	Parallel Sessions	<p>Innovations Strategy</p> <p><i>This session will deliberate on the key challenges and issues facing innovation strategy in Asia and how to develop and implement successful strategies for innovations to take care of these challenges.</i></p> <p>Technology Strategy</p> <p><i>This session will deliberate on the key challenges and issues facing technology strategy in Asia and how to develop and implement successful technology strategies.</i></p> <p>SMEs &amp; Entrepreneurship</p> <p><i>This session will deliberate on the key challenges facing SMEs &amp; entrepreneurs and how to develop and implement successful strategies for SMEs and entrepreneurs.</i></p>

12.15-13.00

Parallel Sessions

Competitive Strategy

*This session will deliberate on the key challenges and issues facing competitive strategy in Asia and how to develop and implement successful competitive strategies.*

Co-operative Strategy

*This session will deliberate on the key challenges and issues facing cooperative strategy (alliances, joint ventures etc) in Asia and how to develop and implement successful cooperative strategies in Asia.*

Merger & Acquisitions

*This session will deliberate on the key challenges and issues facing mergers & acquisitions in Asia and how to develop and implement successful strategies for mergers & acquisitions.*

13.00 - 14.00

Networking Lunch

14.00- 14.45

Parallel Sessions

Corporate Social Responsibility

*This session will deliberate on the key challenges and issues facing corporate social responsibility (CSR) in Asia and how to develop and implement successful CSR strategies.*

Corporate Governance

*This session will deliberate on the key challenges and issues facing corporate governance practices in Asia and how to develop and implement successful corporate governance practices.*

Marketing Strategy

*This session will deliberate on the key challenges and issues facing marketing strategy in Asia and how to develop and implement successful marketing strategies.*

15.00-15.45

Parallel Sessions

Financial Strategy

*This session will deliberate on the key challenges and issues facing financial strategy in Asia and how to develop and implement successful financial strategies in Asia*

Human Resource Strategy

*This session will deliberate on the key challenges and issues facing human resource strategy in Asia and how to develop and implement successful human resource strategies in Asia.*



Operations Strategy

*This session will deliberate on the key challenges and issues facing operations strategy in Asia and how to develop and implement successful operations strategies.*

15.45-16.30            Networking Break

16.30- 18.00           Plenary Session            Asian Multinationals

*This session will deliberate on the key challenges and issues facing the internationalization of Asian Multinationals and how to develop and implement successful internationalization strategies.*

**End of Day 2 and Asia Strategy Forum 2010**

**Academic Track**

Contributions are invited on various aspects of strategy in Asia. Kindly submit the paper to [rajesh@pillania.org](mailto:rajesh@pillania.org) mentioning Asia Strategy Forum in subject. Selected papers, after due review process, would be published in special issues of Business Strategy Series journal and Technology Forecasting & Social Change journal.

Last date for submission of abstracts            September 20, 2010

Notification of acceptance                            September 30, 2010

## **Audience**

The forum is an ideal place for senior corporate executives, strategy practitioners, policy makers and researchers engaged in or are going to engage in near future with Asia.

## **Speakers**

The forum will draw more than 100 experts from industry, government, think tanks, international organizations and Ivy League academia to give insights on various strategic issues in an Asian context.

## **Registration**

For registration details kindly see

[http://www.asiastrategy.org/index.php?option=com\\_content&view=article&id=9&Itemid=9](http://www.asiastrategy.org/index.php?option=com_content&view=article&id=9&Itemid=9)

Registration Date	Early Registration by September 1, 2010 ( IST)	Registration by October 1, 2010 (IST)	Registration after October 1, 2010
Participants Categories			
Developed Country Nationals	Euro 500	Euro 600	Euro 800
Developing Country /Least Developed Country Nationals	INR 25000	INR 30,000	INR 40,000
Doctoral Students	INR 20,000	INR 25,000	INR 35,000

## **Venue**

Hilton Hotel, Janakpuri District Centre Complex, New Delhi, India 110058

Tel: 91-11-4123-4123 Fax: 91-11-4123-4124

[http://www1.hilton.com/en\\_US/hi/hotel/DELHJHI-Hilton-New-Delhi-Janakpuri/index.do](http://www1.hilton.com/en_US/hi/hotel/DELHJHI-Hilton-New-Delhi-Janakpuri/index.do)

For information on Delhi, see the link <http://www.delhitourism.nic.in/index.aspx>

For information on India, see the link <http://www.incredibleindia.org/index.html>

## **Contact**

For further queries/information kindly contact us at

Dr. Rajesh Pillania,

Child Hall 417, 26 Everett Street, Cambridge, MA, USA.

E-Mail: [rajesh@pillania.org](mailto:rajesh@pillania.org) ; Website: [www.asiastrategy.org](http://www.asiastrategy.org)