

Conducting business in emerging markets: executive roundtable looks at information technology's role

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CONTACT: Kim Keating—kim.keating@dartmouth.edu
603-646-2733

HANOVER, N.H.— How should companies approach expansion to a new area of operations, especially emerging markets such as the Czech Republic and other countries of Central and Eastern Europe? What are the keys to understanding a new market, a new country? How can IT help surmount barriers faced in emerging market ventures?

On September 26, the Center for Digital Strategies at the Tuck School of Business at Dartmouth will hold a roundtable discussion titled “Conducting Business in Emerging Markets” to discuss these issues. During the daylong discussion, held in Prague in the Czech Republic, CIOs and senior executives from leading companies will be joined by academics from Tuck to discuss the market-related issues that organizations face as they enter or expand their businesses in emerging markets—including unfamiliar cultures, varied infrastructure, historically different approaches to business, and more rapid growth and change. The roundtable will also address organizational issues related to dealing with the often smaller and entrepreneurial entities they establish, acquire, or partner with. Participating companies include Cargill, Carlson, Česká Spořitelna, Cisco, DHL, Eastman Chemical, Egon Zehnder International, Erste Bank, GM, Hasbro, Henkel, and Škoda Auto. Dave Margulius of Enterprise Insight will moderate the discussion.

This event is part of the Thought Leadership Roundtable on Digital Strategies series, an executive roundtable series for Fortune 500 CIOs and functional/business VPs focused on the business issues they face and how information technology influences those issues. The moderated discussions among executives and academics prompt a focused, participative collegial working group. Participating CIOs are encouraged to bring executive colleagues so that they may further their thinking on the topic together, while also benchmarking with peers from other industries. The aim of each roundtable is to share best practices, discuss problems, and examine possible leading-edge solutions.

The roundtable series is run by the Center for Digital Strategies with the guidance of an executive committee of CIOs from Bechtel, Cargill, Cisco Systems, and Hasbro. The roundtable generally meets three times each year.

The Center for Digital Strategies promotes the development and practice of digital strategies—the use of technology-enabled processes to harness an organization's unique competencies, support its business strategy, and drive competitive advantage. Through its programs and research, the center examines the impact of technology on all aspects of management and strategy, including supply chain, marketing, and product development. The center also addresses issues throughout the extended enterprise, including globalization, organizational change, and information security.

To read more about this upcoming roundtable, visit the [Thought Leadership Roundtable](#) website. To receive a copy of the overview that will be released after the roundtable, please contact the [Center for Digital Strategies](#) at 603-646-0899.

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Founded in 1900, the Tuck School of Business is the first graduate school of management and consistently ranks among the top business schools worldwide. Information about the Tuck School is available at www.tuck.dartmouth.edu.