



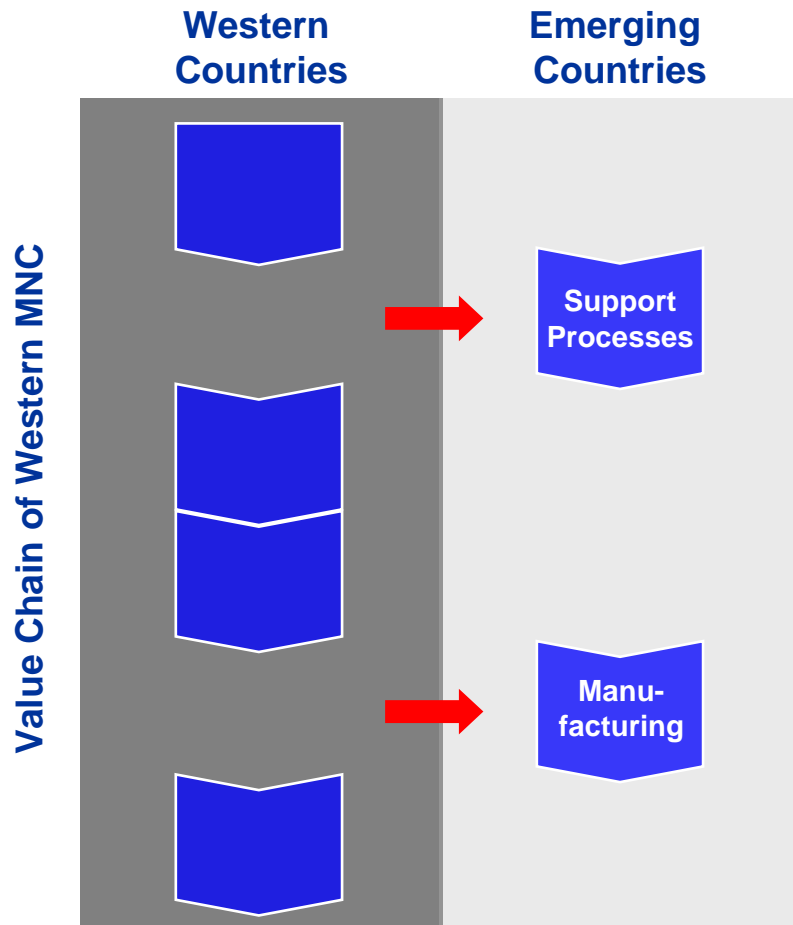
Introduction to the panel discussion:

Best practice in doing business with India and China

The balance of advantage between Europe and Asia

Christoph Urban

The Deconstruction of the Value Chain

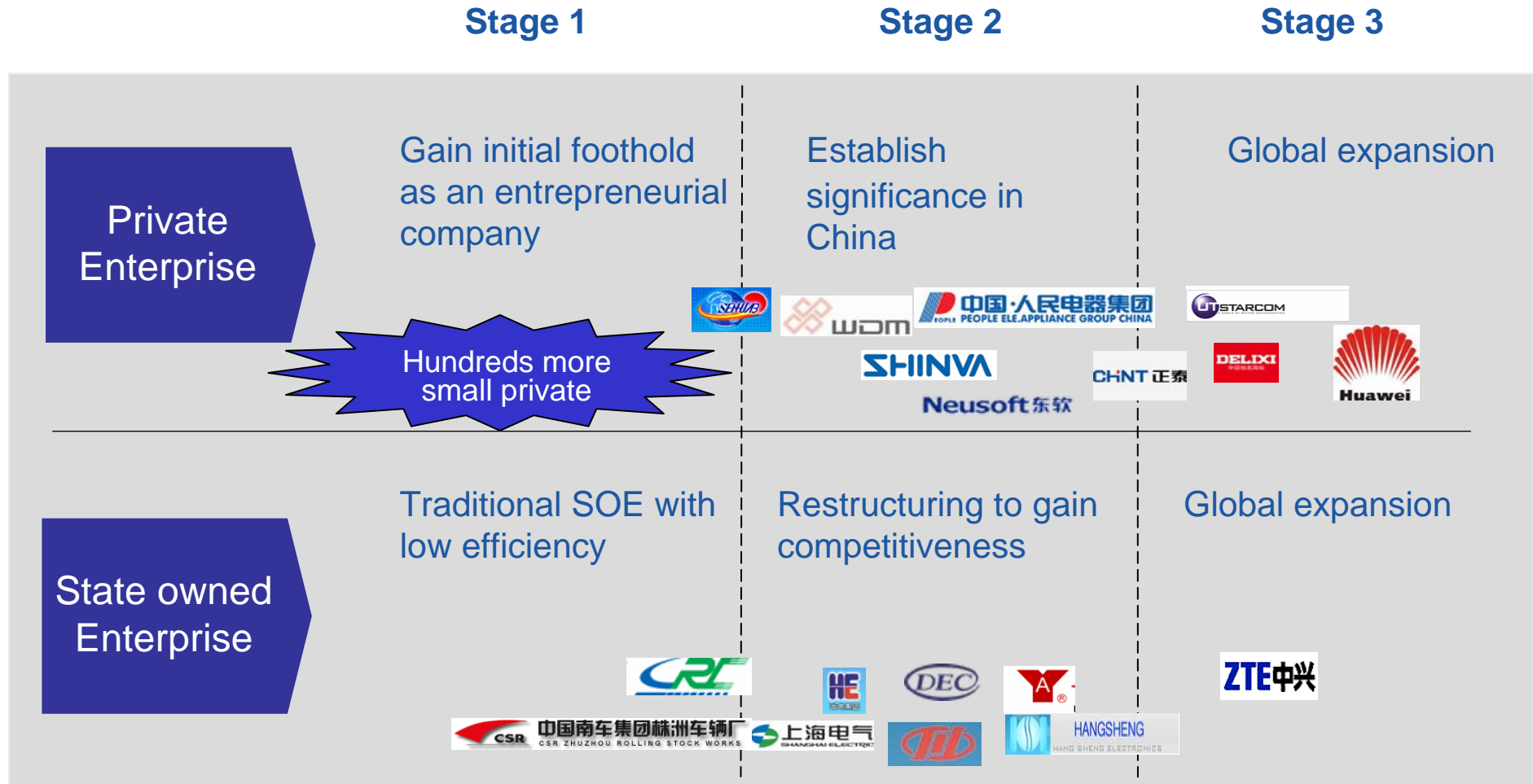


India:
Focus on shared services as core competence; eg. GE, HSBC off-shore their accounting units

Different Foci ?

China:
Focus on Technology-transfer and development of own national champions

Three-stage development path of emerging stars



The Importance of a Cultural Fit

- How does doing business in Europe differ from doing business in China and India?
- What are the common myths and misconceptions?
- How do management styles differ?
- What is it hardest to adjust to? What is refreshingly different?



Finding a balance between Europe and Asia