

“First Come, First-Served: Developing business in emerging and chaotic markets”

Abstract:

Some developing economies or sometimes referred to as third world countries are poor, lack proper infrastructure, corrupt, unjust and chaotic. So why on earth do some people choose to invest and work in them? It surely isn't the dirty water, diseases, food, instability or local culture that we are after. It is our greed, love for money and to take advantage of opportunities that are available to grasp. It all starts with Guns n' Roses' famous song “Welcome to the Jungle”.

My talk will focus on the challenges and benefits of developing economies with emphasis on finding your niche. It is about understanding the chaotic environment that can turn fortunes around and since we are it with rock songs, Robert Plant's Stairway to Heaven song notes “There is a sign on the wall, but she wants to be sure cause you know sometimes words have 2 meanings”. Some businesses and business people have legally mastered these interpretations and made it big in these chaotic situations.