



Northeastern University
Center for Emerging Markets

Eighth Annual Symposium:
Rise of Asia: How Should U.S. Companies Respond?

June 5, 2018, Raytheon Amphitheater, Northeastern University

AGENDA

- 7:30-8:00 Registration and Continental Breakfast
- 8:00-8:15 *Welcome, **Raj Echambadi**, Dunton Family Dean, D'Amore-McKim School of Business, Northeastern University*
*Introduction, **Ravi Ramamurti**, University Distinguished Professor and Director, CEM, Northeastern Univ.*
- 8:15-8:40 *The Rise of Asia: An Overview*
Jimmy Weng (BSBA '07), Head of Offshore Investment Strategies and Portfolio Manager,
ICBC-Credit Suisse Asset Management, Hong Kong
- 8:45-9:25 *Asia and Emerging Markets' Expanding Role in Thermo Fisher Scientific: Lessons of Experience*
Syed Jafry, SVP and President—Regions, Thermo Fisher Scientific, Waltham (and CEM Board member)
- 9:30-10:10 *Connecting with Consumers in Asia Pacific. The Procter & Gamble's experience*
Suran Magesvaran, President, P&G Asia-Pacific and P&G India-Middle East-Africa, Singapore
- 10:10-10:30 *Coffee Break*
(Speakers' group photograph)
- 10:30-11:10 *Offshoring Services and Manufacturing to Asia: The Case of Piramal*
Vivek Sharma, CEO, Piramal Pharma Solutions, Boston
- 11:10-11:50 *Asia's Role in Schneider Electric's IOT and Digitization Strategy*
Cyril Perducat, EVP, IOT and Digital Offers, Schneider Electric, Boston (and CEM Board member)
- 11:50-12:25 *How US Companies are Partnering with Private Equity in Asia*
Peter Goodson, Distinguished Fellow, Emerging Markets Institute, INSEAD
- 12:25-12:55 *Lunch Buffet*
- 12:55-13:35 *Investment Opportunities in China: A Personal Journey*
Jack Perkowski, CEO, JFP Holdings, Beijing (and CEM Board member)
- 13:35-13:45 *Conclusions, **Ravi Ramamurti**, D'Amore-McKim School of Business, Northeastern University*

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