

Sixth Annual Symposium:
Beyond the BRICs

June 2, 2015, Raytheon Amphitheater, Northeastern University

7:30-8:00 Coffee and Registration

8:00-8:15 *Introduction*, **Ravi Ramamurti**, DMSB Distinguished Professor and Director, CEM, NU
Welcome, **Hugh Courtney**, Dean, D'Amore-McKim School of Business, Northeastern U

Africa

8:15-9:00 Keynote: *Why Africa's time has come*
Jonathan Berman, Senior Adviser, Dalberg; Fellow, Milken Institute, and author of *Success in Africa*

9:00-9:15 *Break*

Latin America

9:15-9:50 *Why has Brazil's growth slowed?*
Humberto Ribeiro, former Secretary, Commerce and Services, Govt. of Brazil; and IT entrepreneur.

9:50-10:50 *Brazil and beyond in Latin America*
Lourdes Casanova, Academic Director, Emerging Markets Institute, Cornell University
Joel Schwartz, Senior Vice President, Global New Business Development, EMC

10:50-11:10 Break (and Speakers' group photograph)

Middle East

11:10-11:45 *Why Turkey deserves your attention*
Ömür Budak, Consul General of Turkey, Boston, and former Dy. Chief of Staff, President of Turkey

Multi-Regional

11:45-12:30 *Combining large and small emerging markets*
Bhasker Natarajan, Chief Operating Officer, Large Emerging Markets EVP, Liberty International

12:30-1:00 Lunch—Buffet, please pick up food and return to seats for luncheon speaker

1:00-1:45 *Expanding rapidly in emerging markets: Hasbro's experience*
Wiebe Tinga, EVP and Chief Commercial Officer, Hasbro

1:45-1:55 *Conclusions*, **Ravi Ramamurti**, NU

This free CEM event is made possible by the generosity of David Nardone (BSBA '79, MBA '82) and an Anonymous donor