

**HBS Club of Japan Speaker Program**  
**Presentation by Professor Krishna Palepu – March 24<sup>th</sup>, Thursday**  
**Title: Winning in Emerging Markets – A Road Map for Strategy and Execution**

Harvard Business School (HBS) Club of Japan is pleased to announce a distinguished speaker event featuring Professor Krishna Palepu of Harvard Business School as below.

Professor Palepu is an expert on strategy in emerging markets and he co-authored a book “Winning in Emerging Markets—A Road Map for Strategy and Execution” with another HBS Professor Tarun Khana, which was published in spring 2010 by Harvard Business Press.

It is becoming very clear that engine for the global economic growth has shifted from advanced nations such as US, Europe and Japan to emerging markets such as China and India and it has become critical for Japanese companies to grow their business in emerging markets not only as manufacturing places but also as markets to sell their products and to enhance their R&D capabilities.

Based on his book, he will talk about unique aspects of emerging markets, opportunities and challenges in emerging markets, their implications for strategy and execution in emerging markets, etc.

Q & A session following his presentation will give the audience unique opportunities to ask Professor Palepu questions to learn more about emerging markets. Please join this event for great learning.

**Profile of Professor Krishna Palepu**

KRISHNA G. PALEPU is the Ross Graham Walker Professor of Business Administration and Senior Associate Dean for International Development, at the Harvard Business School. Prior to assuming his current administrative position, Professor Palepu held other positions at the School, including Senior Associate Dean, Director of Research, and Chair, Accounting and Control Unit.

Professor Palepu's current research and teaching activities focus on strategy and governance. Professor Palepu has published numerous academic and practitioner-oriented articles and case studies on these issues.

In the area of strategy, his recent focus has been on the globalization of emerging markets, particularly India and China, and the resulting opportunities and challenges for western investors and multinationals, and for local companies with global aspirations. He is a coauthor of the book on this topic, "Winning in Emerging Markets: A Road Map for Strategy and Execution." He developed and taught a second year MBA course, "Globalization of Emerging Markets," which focuses on these issues. In addition, Professor Palepu Chairs the HBS [executive education](#) program "Global CEOs Program for China."

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Date: March 24<sup>th</sup>, Thursday

Time: Open 6:30pm Start 7:00pm – 8:15pm

Venue: Tokyo 21c Club

Collaboration Space

The Shin-Marunouchi Bldg. 10th floor

1-5-1, Marunouchi, Chiyoda-ku, Tokyo

Phone: 03-5208-2121 Fax: 03-5208-9035

(Please enter the office entrance of Shin-Marunouchi Bldg. on the first floor.)

Fee: HBS Club of Japan members 2,000 yen, Non-members 3,000 yen

Seats are available up to 100 people on first come, first served basis and thus please register now as below. We will send you confirmation of your registration by return e-mail.

For Registration, please fill out the below and e-mail to: [ynarisawa@hbs.edu](mailto:ynarisawa@hbs.edu)

Yoko Narisawa, assistant to Nobuo Sato (MBA 82) cc: [nsato@hbs.edu](mailto:nsato@hbs.edu)

(For inquiries on the event, please dial HBS Japan Research Center @ 03-5220-7721)

Yes, I wish to attend the HBS Speaker Program on March 24<sup>th</sup>.

Number of persons to attend (Please indicate the number): \_\_\_\_

Member's Title: Mr./Ms./Dr.

Name: \_\_\_\_\_

Program (e.g. MBA 99): \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name of guest (1): \_\_\_\_\_

Name of guest (2): \_\_\_\_\_

Name of guest (3): \_\_\_\_\_