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

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

This free event is made possible by gifts to CEM by David Nardone (BSBA ’79, MBA ’82) and an Anonymous donor

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