

going global

overseas growth through digital change

even in emerging countries, growth is now slowing



China's economy is expanding at the slowest pace in more than

10 years

Annual growth in once-booming nations like Brazil, Mexico, Russia, and South Africa has slowed to about

2%

yet, these markets remain the key to future profits for international entities

By 2025 annual consumption in emerging markets will reach

\$30 trillion

up from \$12 trillion in 2010.

2010

2025

"THE BIGGEST GROWTH OPPORTUNITY IN THE HISTORY OF CAPITALISM"

McKinsey, 2012

And emerging countries will double the ranks of the consuming class to

4,2 billion

people, up from 2.4 billion consumers in 2010.

x2

will companies be ready, or will they miss the window of opportunity?

Emerging markets amount to

36%

of the global GDP...

...but only

17%

of the world's largest companies revenues.

All that despite the fact that early players get a tangible advantage. In the USA, most market leaders in 1925 stayed dominant for the next

75 years

to face that challenge, a global digital transformation is needed, along with the digital tools to enable it

81%

of companies expect technological progress to be the main factor of change over the next 5 years.

leaders

others

50%

of the world's leading manufacturing companies invest in IT applications and infrastructures to be more agile and flexible. Among their non-leading competitors, that figure is only

20%

This evolution leads to an increased number of value chain functions established in emerging markets and more evenly shared worldwide profits.

10%

1 function

31%

> 5 functions

emerging markets share in global profits

That's why the most digitally up-to-date companies perform, on average, better than the rest of their sector...

26%

...and are valued up to higher by the markets.

12%

"DIGITAL TECHNOLOGIES GIVE COMPANIES THE TOOLS TO MAKE THE SHIFT FROM MULTI-NATIONAL TO TRULY GLOBAL OPERATIONS."

Deloitte, 2012

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