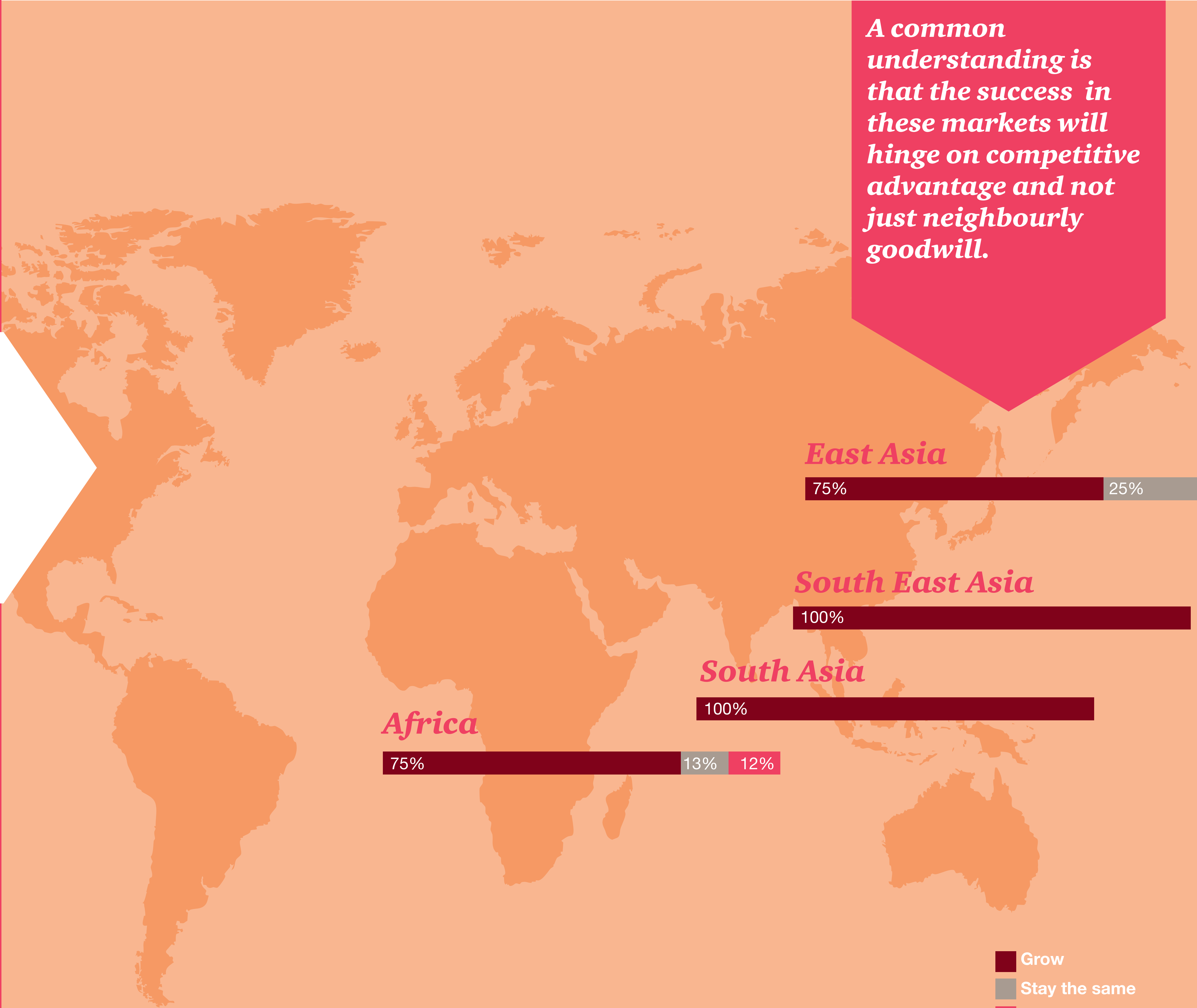


‘Go abroad’ strategies

Making the most of ‘south-south’ opportunities

CEOs are positioning their companies strategically to take advantage of the emerging market opportunities.

A common understanding is that the success in these markets will hinge on competitive advantage and not just neighbourly goodwill.



Expectations for African and Asian operations of Middle East companies in the next 12 months

Grow
Stay the same
Dont know