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March 28th 2013: Mass Urbanization in Emerging Economies: How This Global Megatrend Will Change Your Business

By 2030, nearly 2/3 of the world's population will be city dwellers, the majority in emerging markets. Cities are the prime drivers of economic growth; we are seeing a tectonic shift in the world's economic center, not to mention unprecedented growth of the middle class—the biggest economic transformation ever. By 2025 440 emerging markets cities will add \$23 trillion to world GDP—47% to its growth. How will the urban megatrend change your business? That's what Guillaume Corpart, Managing Director of Americas Market Intelligence, will talk about, with a special look at mega-cities and neighbor

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Featured Guest



Guillaume Corpart

Managing Director and co-founder of Americas Market Intelligence—Mexico, Guillaume Corpart has 10+ years in consulting experience in Latin America. With expertise in market research, market sizing and segmentation, market and market strategy, he has handled more than 400 consulting engagements, including over 200 competitive intelligence assignments. His top areas of focus are healthcare, consumer goods, financial services, electronics, and heavy industry. Prior to AMI, he was a partner of InfoAmericas (2003) until it was sold to Kroll (2007), a global consultancy. Guillaume is recognized regional thought leader and published more than 60 business articles. Fluent in Spanish, English and

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