

Countdown until Prahalad live in SA

International events platform Global Leaders, in association with SAS Institute South Africa, are bringing world renowned business strategist Professor CK Prahalad to South Africa in March 2007. Prahalad is the Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy at the University of Michigan Ross School of Business, as well as a famous author.

Prahalad's current work focuses primarily on the emerging market and innovative business models that will help the world to end poverty. Prahalad was named by *BusinessWeek* as "the most influential thinker on business strategy today", and was also recently placed third on Suntop Media's 2005 "Thinkers 50" list, just behind Harvard strategy specialist, Michael Porter, and Microsoft founder, Bill Gates.

He will be presenting Profitable Strategies for Developing New Markets live and in person at Gallagher Estate in Midrand, Johannesburg on 27 March. He will provide delegates with ways of conducting business relevant to emerging economies. South Africa's estimated 18 million poor living on less than R10 a day comprise a significant economic opportunity. African leaders will be able to hear first-hand how they can successfully create a new market and harness The Bottom of the Pyramid for growth and profitability.

Prahalad claims that poor nations are incubating new business models and innovative uses of technology that will begin to transform entire global industries within the next decade, whether they are in the financial sector or telecom services, through to healthcare and engineering.

This change will be accelerated by globalisation, outsourcing, the Internet and the spread of cheap wireless telecom. In contrast, few Western corporations are truly using these tools to their full extent, which will put them in danger of being swamped by a new breed of cross-border companies currently operating outside their radar.

For more information, go to www.globalleadersevents.com/prahalad.