

Global Agenda Council on Emerging Multinationals 2012-2014



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD



Understanding/Context

The growth of emerging multinationals is redefining the global socio-economic landscape. Developing markets accounted for 60% of incremental world GDP between 2000 and 2010. Over the next decade, most of the world's expected population growth of approximately 750 million people will be in these economies. Emerging multinationals can become a bridge to advanced economies, by both promoting responsible business practices and playing a positive role in their societies.

Shaping the Agenda

The Global Agenda Council on Emerging Multinationals has identified youth unemployment and innovation by emerging multinationals as critical issues, and intends to inform better practice, policy and theory. In May 2013, the Council organized a high-level innovation workshop at the Neusoft headquarters in Dalian, People's Republic of China, addressing three key issues: the innovation challenges emerging multinationals face while addressing growth opportunities in developed countries (south-north innovation); the innovation challenges while growing in other developing countries (south-south innovation); and innovation to capture growth opportunities in domestic markets, especially underserved population (inclusive innovation).

Working closely with the Council on Youth Unemployment, the Council on Emerging Multinationals has created the TEN Youth programme. The scheme aims to provide the talent enterprise requires, while reducing youth unemployment by developing innovative mentoring schemes, creating quality internships and increasing apprenticeships available to young people.

The final report on the Dalian workshop will be shared with the Forum community as well as with leaders of emerging multinationals worldwide. Over the next 12 months, the Council hopes to deepen and advance its initiative on youth unemployment and deliver a set of detailed protocols on mentoring and apprenticeship for enterprises.

“Developing markets accounted for 60% of incremental world GDP between 2000 and 2010. Over the next decade, most of the world's expected population growth of approximately 750 million people will be in these economies.”

It is also organizing a workshop on sustainability and emerging multinationals called Off-line 2014, which may take place in South Africa. Finally, the Council plans to publish in the Harvard Business Review the results of its research on the rise of emerging-market multinationals and the phenomenon's implications for the global business and policy-making community.

Contact Information

Research Analyst: Rigas Hadzilacos, Associate, Global Agenda Councils, rigas.hadzilacos@weforum.org

Council Manager: Lyuba Spagnoletto, Associate Director, Communications Strategy and Transformation, lyuba.spagnoletto@weforum.org

Forum Lead: Martina Gmür, Senior Director, Head of the Network of Global Agenda Councils, martina.gmur@weforum.org