

# Why should you care about emerging markets?



**Brazil**

**Russia**

**India**

**China**



Over 55% of the world's internet users

And then some (Korea, Indonesia, Philippines)

# Key Points of Interest



## Facts

China is GM's largest market  
China is Apple's largest iPhone market  
Walmart not doing well in China – cheap and unsafe  
\$100 billion spent by Chinese travelers during Lunar New Year

## Focus

Everybody wants a piece of these markets  
- rapid growth of consumer wealth  
Exports are threatening global domestic markets  
- low cost manufacturing is becoming more sophisticated