 ***Newsletter for the Members of the AMA Global Marketing Special Interest Group***

**Welcome to the March 2013 AMA Global Marketing SIG's monthly E-News.**

**In this AMA Global Marketing SIG newsletter, you will find:**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

 **Research & Teaching Support**

**Latest Marketing Awards**

**Summary of AMA Global Marketing SIG Conference/Washington on 14-15 March 2013: ‘Trade Policy and International Marketing: Breakthroughs on the Horizon’ (By Michael R. Czinkota and Charles J. Skuba**

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* ***The Global Marketing SIG welcomes all current and former DocSIG members and looks forward to their scholarly and service contributions as they embark on their careers.***
* ***Please, GET MORE INVOLVED:* All AMA Global Marketing SIG members are strongly encouraged to become more actively involved in SIG activities. Opportunities for participation abound. To become more active, please contact any of the members of the Global Marketing SIG leadership team (**[**http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx**](http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx)**). Members are also strongly encouraged to share articles of interest, valuable teaching material and upcoming conference announcements for the E-news. Should you have any questions or comments about the AMA Global Marketing Special Interest Group or SIG activities, please do not hesitate to contact us.**

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**VC Membership, Awards and**

**Recognitions**

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Upcoming Conferences

21st International Colloquium in Relationship Marketing

## Conference dates and place to be held: [ESC Rennes School of Business](http://www.esc-rennes.fr/), Brittany, France, September 16-18th, 2013

The conference seeks to advance our understanding and research of customer relationships. Contributions in the form of novel theory, methods, conceptual development and empirical research are of particular interest. We welcome academics and researchers from all over the world who work on issues pertaining to relationship marketing. Following the ICRM tradition, we intend to stimulate true dialogue and invite participants to discuss and disseminate their views and expertise on all facets of relational connections in the 21st Century market place. Participants are encouraged to submit their best work, whether it is empirical, conceptual or applied. Discussion time will be built into the agenda to encourage on-going dialogue and relationship building among participants. ICRM has traditionally attracted a broad range of academics from senior professors to doctoral students. Doctoral students who do not wish to present a full paper are very welcome to make a poster presentation. As ICRM reaches its landmark 21st birthday, we particularly welcome papers which critically reflect on what we have learnt over this time, and how this can inform future developments in relationship marketing theory and practice.

**Call for papers**: Ι. Full Papers

 II. Abstracts

 III. Posters

**Submission Deadline:**  **Friday 5 April 2013**

For more information please follow the link below:

http://www.icrm2013.com/

6th Annual EuroMed Conference

**The EuroMed Academy of Business announces the 6th Annual EuroMed Conference** *“Confronting Contemporary Business Challenges through Management Innovation”*

**Conference dates and place to be held**: Estoril, Cascais, Portugal, 23rd-24th, September 2013

The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.

**Call for papers**: Ι. Full Papers

 II. Abstracts

**Submission Deadline**: April 26th, 2013

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in the [Conference Proceedings Citation Index](http://thomsonreuters.com/products_services/science/science_products/a-z/conf_proceedings_citation_index/) — an integrated index within [Web of Science](http://thomsonreuters.com/products_services/science/science_products/a-z/web_of_science/).

For more information please follow the link below:

http://6theuromed2013.webnode.pt/

Winter Marketing Educators Conference 2014

***​ “Engaging Customers”***

**Conference dates and place to be held**: February 21-23, 2014 in Orlando, Florida.

As buying patterns continue to evolve, we see companies searching for new and creative ways to engage their customers. In B2C markets, consumers are taking greater control over the information that they consume, using DVRs to screen out commercials and caller Id to screen out phone calls. Marketers are responding through inbound marketing, shifting their focus toward engaging customers through social media and fostering an interactive dialog. In B2B markets, we see global customers demanding more from a smaller set of suppliers. Suppliers are responding by creating strategic account organizations with elaborate networks of salespeople that strive to co-create value early in the buying process. This conference will examine these trends by focusing on the many new ways marketers embrace to acquire, build and maintain strong customer relationships.

**Call for papers**: Ι. Full Papers

 II. Poster Abstracts

 III. Special Session Proposals

**Submission Deadline: July 31, 2013​**[​](http://amawinter14.abstractcentral.com/)

For more information please follow the link below:

http://www.marketingpower.com/Calendar/Pages/Winter-Marketing-Educators-Conference-2014.aspx

Call for Papers for Journal Special Issues

***Journal of International Marketing***

**Call for papers:** Review articles

Research in international marketing continues to expand, developing new and innovative dimensions to complex international marketing phenomena. The increase in the amount of research in international marketing poses a challenge to international marketing scholars in identifying relevant prior literature and isolating the most important topics to address for the advancement of the discipline. As such, the Journal of International Marketing wishes to publish articles which both (1) rigorously review the current state of international marketing thought in international marketing areas and (2) provide guidance for future research and practice in these areas. Articles can employ any number of approaches, inclusive of, but not limited to, theoretical review, structured reviews of literature areas, and meta-analytic reviews.

**Deadline for submission:** This is an “open” call and as such there is no specified deadline.

For more information please follow the link below:

http://www.marketingpower.com/AboutAMA/Documents/JIM\_Documents/JIM-CFP-review-2013.pdf

***Journal of Marketing Management***

**Special Issue on:** **New Advances in Attitude and Behavioural Decision-Making Models**

**Guest Editors:** Dr Nina Michaelidou, Loughborough University, UK and Dr Louise Hassan, Lancaster University, UK.

The contributions of Martin Fishbein and Icek Ajzen remain prominent in the domain of consumer research. These authors are credited with the development of the Expectancy-Value Theory, the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), (Ajzen, 1991; Fishbein & Ajzen, 1975). These theories are considered as cornerstones in explaining and predicting intentions and behaviour.

**Deadline for submission:** 1st May 2013 for publication in 2014.

For more information please follow the link below:

http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-marketingmanagement.html

***Journal of Product & Brand Management***

### Special Issue on: Current challenges in building brand engagement

### Guest Editor: Robert Winsor, Loyola Marymount University, rwinslow@lmu.edu

The Editor of Journal of Product & Brand Management invites practitioners, consultants, and academics to submit papers worthy of contribution to the literature for a special issue devoted to building engagement. In use, brand engagement has several meanings. The most relevant is customer engagement, which refers to a customer's set of behavioral activities toward a brand.

**Deadline for submission:** **30 June 2013**

For more information please follow the link: http://www.emeraldinsight.com/products/journals/call\_for\_papers.htm?id=4411

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful for your lecturing:**

**Living in a Global World: Influence of Consumer Global Orientation on Attitudes toward Global Brands from Developed Versus Emerging Countries**

Xiaoling Guo

(2013), Journal of International Marketing: Vol. 21, No. 1, pp. 1-22.

**Abstract**

Despite increasing attention to consumers in developing markets, few studies explicitly explore the psychological mechanisms underlying their attitudes toward global brands from developed versus developing countries. The author proposes that global orientation, including global consumption orientation and global identity, are key factors accounting for the attitude variance. The results of Studies 1 and 2 in China show that consumers' global orientation positively influences their attitudes toward global brands of developed-country origin. In addition, ethnocentrism negatively influences their attitudes toward these brands, but this effect diminishes for consumers with high global identity. Study 3 strengthens these findings by ruling out the alternative explanation that imports, not global brands, drive such results. Finally, Study 4 indicates that Indian consumers yield a similar pattern to Chinese consumers with regard to the global orientation effect, but the study reveals a relatively weak influence of ethnocentrism.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0065>

**Technological Innovation and Exports: Unpacking Their Reciprocal Causality**

Diana A. Filipescu, Shameen Prashantham, Alex Rialp, Josep Rialp

(2013), Journal of International Marketing: Vol. 21, No. 1, pp. 23-38.

**Abstract**

The authors aim to advance extant understanding of the dynamics of firms operating abroad by considering the effects of innovation (research-and-development intensity, product and process innovations) on exports (breadth and depth), and vice versa. The study analyzes a panel data set of 696 Spanish manufacturing firms during 1994–2005 using Tobit and logit regressions and the Granger test of causality to offer a more complete picture of this complex relationship. They find broad support for the notion that innovation and exports have a reciprocal causal relationship, although the findings are partly nuanced by positive but nonsignificant associations between product innovation and exports and between export depth and process innovation. Furthermore, both export and innovation processes Granger-cause each other, demonstrating that there is a double causal relationship.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0099>

**Do Business and Political Ties Differ in Cultivating Marketing Channels for Foreign and Local Firms in China?**

Maggie Chuoyan Dong, Caroline Bingxin Li, David K. Tse

(2013), Journal of International Marketing: Vol. 21, No. 1, pp. 39-56.

**Abstract**

Despite the prominence of social ties in emerging economies, it remains unclear whether and how social ties matter in cultivating marketing channels for both local and foreign firms in China. Moreover, few studies have explicitly distinguished and examined the roles of business versus political ties. Drawing on the resource-based view and social network theory, the authors propose and test the moderating effects of political ties and business ties on channel capability–performance relationships. The findings from a survey of 342 firms indicate that the value of channel capability is conditional on political and business ties, but in opposite directions: business ties impede and political ties strengthen the effect of channel capability on firm performance. Furthermore, the moderating role of social ties is stronger for local, nonleading firms than for foreign, leading firms.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0088>

**Decomposing the Value of Word-of-Mouth Seeding Programs: Acceleration Versus Expansion**

Barak Libai, Eitan Muller, Renana Peres

(2013), Journal of Marketing Research: Vol. 50, No. 2, pp. 161-176.

**Abstract**

In word-of-mouth seeding programs, customer word of mouth can generate value through market expansion; in other words, it can gain customers who would not otherwise have bought the product. Alternatively, word of mouth can generate value by accelerating the purchases of customers who would have purchased anyway. This article presents the first investigation exploring how acceleration and expansion combine to generate value in a word-of-mouth seeding program for a new product. The authors define a program's “social value” as the global change, over the entire social system, in customer equity that can be attributed to the word-of-mouth program participants. They compute programs' social value in various scenarios using an agent-based simulation model and empirical connectivity data on 12 social networks in various markets as input to the simulation. The authors show how expansion and acceleration integrate to create programs' social value and illustrate how the role of each is affected by factors such as competition, program targeting, profit decline, and retention. These results have substantial implications for the design and evaluation of word-of-mouth marketing programs and of the profit impact of word of mouth in general.
Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.11.0305>

**The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies**

Sam K. Hui, J. Jeffrey Inman, Yanliu Huang, Jacob Suher

(2013), Journal of Marketing: Vol. 77, No. 2, pp. 1-16.

**Abstract**

Typically, shoppers' paths only cover less than half of the areas in a grocery store. Given that shoppers often use physical products in the store as external memory cues, encouraging shoppers to travel more of the store may increase unplanned spending. Estimating the direct effect of in-store travel distance on unplanned spending, however, is complicated by the difficulty of collecting in-store path data and the endogeneity of in-store travel distance. To address both issues, the authors collect a novel data set using in-store radio frequency identification tracking and develop an instrumental variable approach to account for endogeneity. Their analysis reveals that the elasticity of unplanned spending on travel distance is 57% higher than the uncorrected ordinary least squares estimate. Simulations based on the authors' estimates suggest that strategically promoting three product categories through mobile promotion could increase unplanned spending by 16.1%, compared with the estimated effect of a benchmark strategy based on relocating three destination categories (7.2%). Furthermore, the authors conduct a field experiment to assess the effectiveness of mobile promotions and find that a coupon that required shoppers to travel farther from their planned path resulted in a substantial increase in unplanned spending ($21.29) over a coupon for an unplanned category near their planned path ($13.83). The results suggest that targeted mobile promotions aimed at increasing in-store path length can increase unplanned spending.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0436>

Marketing Awards

### Emerald/AABS Case Competition 2013

Emerald is proud to work with the Association of African Business Schools (AABS) on the AABS/Emerald Case Competition 2013. Cash prizes will be awarded to three outstanding submissions. All case studies should be suitable for use in management education and should be related to managerial issues faced by organisations and individuals.

 **Deadline - 20 March 2013**

For more information, please follow the link below: http://www.emeraldinsight.com/research/awards/aabscase.htm

# 2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers

Emerald Group Publishing Limited, publisher of the largest collection of international business and management journals, and the [EuroMed Research Business Institute (EMRBI)](http://www.emrbi.com/main.asp), a rapidly growing institute undertaking research and scholarly activities as well as offering a range of business-related professional services, seek to promote excellence and innovation in business research by sponsoring the **2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers**.

**Deadline -1 July 2013**

For more information, please follow the link below: http://www.emeraldinsight.com/research/awards/euromed.htm

# 2012 Emerald/EFMD Outstanding Doctoral Research Awards

## International recognition and cash awards for the best doctoral research

### ****Winner:** Dr Nadia Abou Nabout**“Optimal Search Engine Marketing”Goethe University Frankfurt, Germany

"I am incredibly happy to receive this year’s Emerald/EFMD Outstanding Doctoral Research Award. It’s a great reward for years of research and definitely helps me to get my ideas out there. I would like to thank my supervisor, Bernd Skiera, for his strong support throughout the years and the jury as well as Emerald and EFMD for organizing this prize. I just love doing research. The prize is a great sign that I am on the right track and a strong motivation to carry on and stay in academia."

For more information, please follow the link below: http://www.emeraldinsight.com/research/awards/odra.htm

**Summary of AMA Global Marketing SIG Conference/Washington on 14th-15th March 2013**

**Trade Policy and International Marketing: Breakthroughs on the Horizon**

**By Michael R. Czinkota and Charles J. Skuba**

We are most grateful for your participation in the March 14-15 Trade Policy and International Marketing conference, a collaboration between the American Marketing Association, Georgetown University and the U.S. International Trade Administration. Like many other human activities, but perhaps more so, this meeting on Trade Policy and International Marketing was important to let fresh air into our mature structures, to understand what others need, and to appreciate the interconnectedness of our globalized world. No more silos!

Why is international marketing of great importance? For one, the opportunities are there. The world’s middle class is rapidly growing. Procter and Gamble estimates that while the United States currently accounts for about 20% of middle class spending, it will only account for 8% in 2030. We are also facing a tipping point for emergent demand from all these people, and a competitive environment to serve that demand.

But international marketing also represents a strong footstool with three legs. These are policy, business and academia, and we addressed them simultaneously. We further reinforced these three base structures by concurrently viewing the issues presented from 17 country lenses. If you consider the issue of computer security from a U.S. and from a Chinese perspective different viewpoints will emerge quite quickly. Unless we communicate and understand each other’s perspectives, there is little chance of making progress.

When Michael served in the Commerce Department during the Reagan and Bush Administrations, responsible for trade information and analysis, he organized a first global meeting on trade policy and export promotion. The meeting was held in 1988 in the Department of Commerce and had a very good impact both in the U.S. and abroad. Different countries were using different approaches in their encouragement of exports and we had the specific experts here who could explain why they did things their way. After the meeting, many of us in trade policy and international marketing had developed entirely new networks and the book we produced on “Export Assistance’ is still selling the occasional copy

This year marks the 25th year since both the Department and the business and academic sectors looked jointly at trade policy and international marketing. It made sense to revisit the area and determine what we have learned, and where we need to go. The elapsed time reflects a generation where we had enormous innovations, joining of new partners, the creation and burst of bubbles particularly in the finance field, and a renewed emphasis on international collaboration. Let’s look then at the issues that international policy and marketing leaders see as being of paramount importance.

**Setting the Stage**

The Under Secretary for the International Trade Administration Francisco Sanchez opened with a citation of Ronald Reagan who was the first President to use the term “globalization” in a policy setting: “The future belongs to the flexible.” On the third anniversary of the National Export Initiative, which had anticipated a doubling of U.S. exports within five years, he believes that everyone has to be engaged globally.

U.S. exports, with a volume of $2.2 trillion in 2012, support 10 million jobs, which typically tend to pay 18% more than jobs strictly dedicated to domestic production. In 2008, Sanchez stated, 47% of Americans saw trade as a major threat. By 2013, 55% saw trade as a positive dimension. He saw a new U.S. trade emphasis on Africa and Brazil, and key emerging opportunities through Transpacific and Transatlantic partnerships. In terms of new structures, he views export promotion as a new form of economic development, and the emergence of metropolitan export development approaches.

**Universities in an International Era**

Prof. Van Wood, of Virginia Commonwealth University, made it clear that globalization is not going away. He believes that universities either need to be globalizing or they become irrelevant. Vision and purpose matter, where faculty champions make international success happen through their entrepreneurship and willingness to develop partnerships and alliances. Engaging in such activities helps with crucial branding efforts by universities and engenders new dimensions of trust. He sees students as the primary reason why a university initiative should become international, particularly in recognition of the fact that relationships do matter.

Concurrently, Prof. Frank Franzak of Virginia Commonwealth University related that the unit of activity matters when it comes to international success by universities. He believes that a faculty buy-in needs to happen in order to make processes work. Two key issues experienced were the difficulty of sustaining a long term effort – due to change in needs and life styles of individuals driving programs, and the need to learn from observations through the ongoing capturing and analysis of data.

**Export Promotion and Assistance**

Ambassador Charles Ford, Deputy Director General of the U.S. and Foreign Commercial Service spoke about new export insights generated through research and analysis. Of all the U.S. firms which export, only 58% ship to one country. Another 25% only export to 2 or 3 countries. If the skills, competence and competitiveness are already there, then such firms should be encouraged to serve more countries around the world.

Export assistance to large exporters suggests the largest yields of governmental support efforts. Yet, these are the firms which need help the least. Small and medium sized firms can use the support most, but are often uninformed and disinterested in engaging in exporting.

Based on World Bank data, $1 dedicated to export promotion generates up to $40 in actual exports, a highly efficient expenditure. A new strategy intends to achieve exports by investing in the United States, particularly by making use of existing and growing university networks in export promotion.

Caroline Freund of the World Bank reported on research conducted by the bank on firm size effects on export success. She found that there was little evidence of rapid growth from small to large exporters. Rather, exporters tend to be already large when they start with the export effort. Most of the trade is seen to take place on an intra-industry level, and more than one third within firms. Other key findings included that the top 1% of firms in a country typically carry out 80% of the export work and that export activities are characterized both by very high market entry and exit of firms.

**The New Transatlantic Trade and Investment Partnership (TTIP)**

Professor Andreas Pinkwart, former Minister of Science, Technology, Research and Innovation and now President of the Handelshochschule Leipzig in Germany, first explained his perspective of reasons for the partnership, which are common values, belief in the pursuit of happiness and confidence in the free market. If these dimensions are not encouraged, decline will follow. If innovation and free trade are maintained they will stimulate open borders. He sees negotiations on agriculture as a key impediment to progress in such a partnership, but expects eventual success. Citing former chancellor Helmut Schmidt he suggested that, “People who have visions should go see their doctor.”

The three key challenges which such a partnership must address are climate problems, terrorism and economic imbalances. Also, such collaboration will serve well as a political and economic counterweight to China, even though the EU and U.S. combined are likely to soon have a lower GDP than the Middle Kingdom.

Speaking on behalf of the German government, Peter Fischer, economic minister at the German embassy, suggested strong encouragement of a TTIP. With both the EU and the U.S. being the largest economies in the world, their collaboration could only strengthen world trade, in particular with a convergence of regulatory approaches. Early results would be visible 18-24 months after an agreement.

Howard Fogt, partner at Foley and Lardner, took issue with such a time frame. He believes that implementation of an agreement would be long, slow and expensive. Politically, he sees the leadership for a TTIP as emerging from the bottom, if major movements are to be achieved. He also stated repeatedly that culture does matter! Economics alone cannot be negotiated by itself, particularly when fundamental issues such as food are to be discussed, where the example of hormone beef acceptance or rejection demonstrates national differences.

**Transpacific Trade Agreement (TPP)**

On the transpacific side, Ambassador Cuisia of the Philippines anticipates the ongoing rise of Asia. The Philippines are experiencing annual GDP growth rates of over 6%, and even so ranks only third in Asia. He sees the TPP as bringing new trade architecture to the world, drawing a line down the middle of the Pacific, and accelerating the dynamics of the Asian marketplace. Due to new strength in Asia, Mr. Cuisia

forecasts the beginning of a new “Roman Peace” with new allies and alliances forming a counterweight to the current “heavy hitters” in trade. His key message was that the Philippines want to become part of the emerging TPP.

Jack Jan, chairman of the Taiwan-U.S. Commercial Forum reiterated the desire of Taiwan to join in with the TPP. That way, Taiwan could offer even more opportunities as a bridge to China. However, in spite of such a desire to join, he warned against the effects of too onerous a cost.

Skip Jones, the Deputy Assistant Secretary of Commerce explained that a TPP would greatly enhance and strengthen the role of Asia as a member of supply chains, global channels and technology. He believes that countries will be able to join the TPP, as long as they don’t inhibit the effort or slow down progress. However, as he colorfully put it: “Those who join late get bit by the dog.”

**International Services Agreement**

An important panel discussion focused on how to increase opportunities for U.S. services companies. This was chaired by Camille Schuster of California State University and featuring Georgetown Professor Brad Jensen, the author of *Global Trade in Services: Fear, Facts, and Offshoring,* Deputy Assistant Trade Representative Christopher Melly, Deputy Assistant U.S. Trade Representative for Services, Scott Miller, Senior Adviser and School Chair in International Business at the Center for Strategic and International Studies, and Professor Valbona Zeneli of the George C. Marshall European Center for Security Studies.

Although negotiations have not yet formally launched, the Office of the United States Trade Representative has announced that it intends to conduct negotiations for a new agreement promoting international trade in services with an initial group of 20 countries that includes Canada, Mexico, the European Union and Japan as well as other developed and developing economies that represent nearly two-thirds of global trade in services.

In a letter to Speaker John Boehner, U.S. Trade Representative Ron Kirk highlighted the large potential of a services agreement. With U.S. companies leading the world in many categories and creating higher-paying American jobs than the manufacturing sector, removing barriers to trade in services would lead to significant economic benefits. Particularly in emerging markets but in developed markets as well, there are existing barriers that prevent U.S. companies from competing “on the basis of quality and competence rather than nationality.” A services agreement would particularly address issues of predictability and transparency in regulatory practices.

**China as a Marketplace**

William Zarit, Minister Counselor for Commercial Affairs at the American Embassy in Beijing, addressed the conference on “Facing China’s Trade Policy Challenges”, which both highlighted the importance of the China marketplace to U.S. companies and the significant challenges that are presented to them for success there.

Since 1979, China has experienced phenomenal economic growth at 10% or near that annually. Over 500 million people have been lifted out of poverty and per capita gross domestic product has increased

from $270 to $6,000 in 2012. China has become an important marketplace for luxury goods marketers with over one million millionaires. In parallel with economic growth has come extensive fixed asset investment in infrastructure. China has the world’s second longest road system and the 3rd longest rail system. Two thirds of all infrastructures, ranging from roads to rail and cities, have been built in the last 10 years. New cities are being built in and alongside old cities .With its fast emerging middle class and its rapid rate of urbanization, the Coca Cola Company has labeled China as “the commercial opportunity of the 21st century.”

However, China knows that what has worked in the past will not work in the future. While much of its growth has been fueled by exports of merchandise goods, China recognizes that it needs to rebalance its economic model and seek to stimulate Chinese consumption and pursue domestic innovation. In other words, China needs to save less and spend more. Already in 2007, then premier Wen Jiabao characterized China’s economy as unstable, unbalances, uncoordinated and unsustainable.

In order to maintain growth, China must dismantle barriers to foreign companies that restrict growth and institute liberal market-oriented reforms. The new Chinese leadership will seek to actively implement the 5-year plan which reveals particular opportunities for U.S. marketers. The best prospects for U.S. companies are 1) healthcare, with an elderly population of 220 million in 2015; 2) power generation, with $473 billion slated for clean energy projects in 2015; 3) tourism as more newly affluent Chinese travel; 4) environmental technology, with $80 billion slated for water purification and $30 billion for air/water monitoring in 2015; 5) green building with 95% of Chinese buildings currently being energy inefficient and subsidies provided for efficient construction; 6) retail with $3.2 trillion in retail sales in 2012; 7) automotive, especially in auto parts and specialty vehicles; 8) aviation, with 82 airports under construction; 9) education with 500,000 Chinese students studying abroad; and 10) information and communications technology with almost 50% of the global market for exports in China.

A final panel convened on prospects for trade and investment in Latin America. Chaired by Charles Skuba of Georgetown, the panel consisted of Walter Bastian, Deputy Assistant Secretary of Commerce for the Western Hemisphere, Eric Farnsworth, Vice President, Council of the Americas, and Al Zapanta, President & CEO, U.S.-Mexico Chamber of Commerce. The panel discussed the challenges of the Latin American political environment shaped by historical boom and bust cycles that have frustrated sustained economic development and have led to swings in governance. While some parts of Latin America, such as Mexico, Brazil, Chile, Colombia, Peru, and Ecuador, are experiencing positive economic growth, other countries, including Venezuela, Ecuador, Bolivia, and Nicaragua have been in the sway of charismatic leaders who distance themselves from liberalized economic models. Some Latin American companies have strong demand for their mineral resources from China but a dependence on this demand may not lead to long term economic improvements. Serious challenges also exist in Latin America in the education sector where the area lags behind other parts of the world in improving competitiveness. The panel did strike a positive note with the accession of an Argentine to the Papacy heralding good news for the region.

So there you have it – compressed but hopefully helpful – an overview of the key drivers both for trade policy and international marketing. We hope this helps you for your planning in this decade.

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website** is live at: <http://www.lehigh.edu/~inamasig/>.

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| --- |
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***Global Marketing Like Never Before***