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| Objective | To point out what western managers and entrepreneurs may learn from the «Indian way of doing business», and what not. |
| Attendees | Managers at all levels. |
| Content | <p>While western companies specialise and concentrate on a narrow set of competencies, Indian businesses juggle with products and services ranging from soaps to computer software.</p> <p>And while most European economies unassumingly accept growth rates around 3 per cent, India enjoys its 8 to 9 per cent.</p> <p>If India is so successful, aren't there any lessons to be learnt from this country's entrepreneurship? May the proverbial Indian small trader be a role model for our business community? And, if there is shadow where you see light, what would mislead us if we copied it from India?</p> |
| Presenter | <p>Waseem Hussain is the Managing Director of MARWAS AG (www.marwas.ch) in Zurich, a management consultancy that specialises on doing business in India.</p> <p>Waseem Hussain started his professional career in marketing and electronic publishing, with employments in the home electronics and insurance sectors. He then worked as a freelance South Asia correspondent covering South Asian countries for leading Swiss and German media, both print and electronic. After this, he led a Swiss-Indian joint venture in the field of offshore software development and later was a business manager with the Swiss branch of a multinational IT outsourcing corporation.</p> <p>A Swiss citizen, Waseem Hussain is of Indian origin. He was raised in Switzerland, graduated from a commercial college in Zurich, Switzerland, and completed onward studies in international management and management consulting. He is fluent in German, English, Urdu and Hindi.</p> <p>Waseem Hussain Managing Director MARWAS AG Dufourstrasse 24 8008 Zurich Phone 044 380 29 30 info@marwas.ch www.marwas.ch</p> |
| Schedule | <p>16.30–18.00 hrs</p> <p>The presentation will be held in English.</p> |
