

## **Nenad Pacek**

**Director – The Economist Intelligence Unit**

**Author and Speaker on Global Emerging Markets**

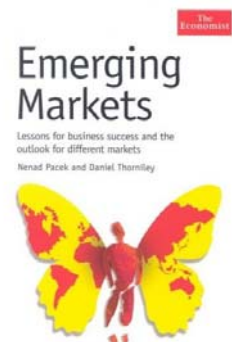


### **Professional Experience**

- Nenad Pacek is one of the world's leading authorities on building successful strategies to embrace business opportunities the world's emerging markets
- his reputation has been developed from over a decade advising the world's largest corporations both as a writer and presenter of business intelligence for developing markets
- he is based in Vienna and works for the Economist Group as a director of the Economist Intelligence Unit where he directs the *Corporate Network* programmes in CEEMEA and heads Economist Conferences' global Government Roundtables business
- He chairs senior business-to-government dialogues with some 20 heads of state every year across Europe, Eastern Europe, Africa and the Middle East
- He has extensive experience in Central and Eastern Europe as well as many years observing and writing about the strategies companies put in place to tap into emerging market opportunities
- Nenad has co-written two books with colleague, Daniel Thorniley, on Emerging Markets (2004 and 2007 published by Profile Books Ltd Economist Books)
- He lectures on emerging markets at the University of Vienna and at the ESSEC MBA programme in Paris
- He is regularly featured on international television and print media

### **Speaking engagements**

- delivers speeches at major business conferences around the world demonstrates how business opportunities in China, Russia, East Asia and Eastern Europe and Turkey, offer increasing rewards if you get it right but disaster if you get it wrong. Nenad uses real experiences of companies illustrate his points to open the eyes of those entering or expanding their emerging markets presence.
- he was educated in Austria and is a graduate in Economics and Business from the University of Vienna



*This is for a single powerful quotation that we can find about Nenad which reinforces his credentials as an insightful presenter and*