



The Emerging Markets Business Council (EMBC) within the International Trade Council serves as a dynamic platform devoted to understanding, exploring, and facilitating trade within the world's burgeoning emerging markets. Recognizing the unique challenges and vast opportunities these markets present, the council brings together businesses, governments, financial institutions, and other stakeholders to collaboratively navigate the transitional landscape of these economies. EMBC emphasizes the importance of an evolving economic paradigm, characterized by rapid GDP growth, rising per capita incomes, and the sophisticated interplay of financial systems.

LEADERSHIP

Chairperson:

- Lord John Desmond Waverley, Board Member, [International Centre for Trade Transparency](#) / Member of the UK House of Lords [\[LinkedIn\]](#)

Board Members:

- David Luna, VP Global Sales and Distribution, [Knight Electronics/ORION Fans](#) [\[LinkedIn\]](#)
- Roger Holland, President, [Scot Holland / CBRE](#) [\[LinkedIn\]](#)
- Jim Ford, International Sales Manager, [Madico Inc](#) [\[LinkedIn\]](#)
- Adegbolabo Adeyolu, Head, Supply Chain Management and Sales Support, [NTEL](#) [\[LinkedIn\]](#)
- Adeshina Adewumi, CEO/Founder, [Trade Lenda](#) [\[LinkedIn\]](#)
- Wais Qais, CEO, [AKS Services Group UK Ltd](#) [\[LinkedIn\]](#)

AREAS OF FOCUS

- » **Economic Transition Dynamics:** The council studies the various transitional phases of emerging market economies, identifying key indicators, milestones, and potential bottlenecks in their progression towards becoming developed economies.
- » **Trade Opportunities and Challenges:** With a pulse on the vibrant business environment of these economies, the council provides insights into the sectors ripe for investment, while also addressing potential risks and barriers.
- » **Financial System Infrastructure:** Recognizing the centrality of robust financial systems, EMBC delves into the nuances of the emerging markets' banking, equity, and debt landscapes, analyzing their liquidity and integration with global financial systems.
- » **Investment Climate:** The council provides a comprehensive understanding of the investment climate within these markets, offering guidelines on due diligence, regulatory compliances, and best investment practices.
- » **Socio-economic Impact:** Beyond pure economics, the council examines the socio-cultural dimensions of these economies, ensuring businesses understand local customs, values, and societal norms.
- » **Technological Adaptation:** In a world driven by technology, understanding how emerging markets adapt to technological disruptions, and identifying tech-driven opportunities therein, becomes crucial.
- » **Regulatory Frameworks:** Offering insights into the evolving legal and regulatory frameworks of these markets, the council aids businesses in navigating the complex bureaucratic landscapes.
- » **Skill Development and Labor Markets:** Given the often youthful demographics of these economies, the council focuses on the dynamics of their labor markets, skill development initiatives, and potential talent pools.
- » **Supply Chain and Logistics:** Addressing the logistics and supply chain intricacies of operating within emerging markets, the council facilitates smoother trade operations for businesses.
- » **Environmental and Sustainability Concerns:** As many emerging markets grapple with sustainability issues, the council underscores the importance of environmentally responsible business practices and explores avenues for sustainable growth.

ABOUT BUSINESS COUNCILS

A business council, within the framework of the International Trade Council, is an assemblage of volunteer professionals, possessing deep industry knowledge and expertise. They collaborate to shape the Council's research, education, networking, and outreach initiatives, thereby ensuring their relevance to the current global business climate.

These industry experts meet regularly, whether in-person or virtually, to propose and guide the Council's research undertakings. They examine industry trends, scrutinize emerging markets, and explore technological advancements, providing valuable insights that the Council transforms into action-oriented research projects.

The business council acts as an advisory board, contributing to the development of educational resources tailored to the needs of businesses operating in international markets. They bring their firsthand experience to the fore, identifying the critical competencies necessary for success and helping devise educational programs that equip members with those skills.

In addition, the council facilitates networking events and initiatives, creating opportunities for members to connect, collaborate, and forge strategic partnerships. They also play a crucial role in driving the Council's outreach programs, reaching out to potential members, sharing the Council's mission, and amplifying its impact across the global business community.

Moreover, business councils provide a forum for discussion, enabling the exchange of ideas, fostering innovation, and promoting best practices within their respective industries. They also help bridge the gap between industry and government, advocating for business-friendly policies and voicing industry concerns to policymakers.

Lastly, the business councils play a pivotal role in the International Trade Council's mission to support and promote international trade. Through their collective knowledge, experience, and guidance, they contribute to creating an environment where businesses can thrive in the global marketplace.