

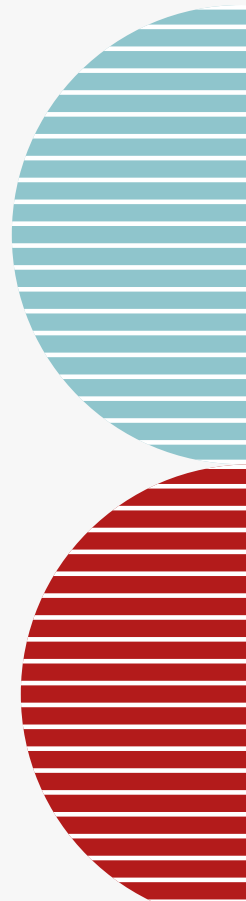


📍 Cornell Tech, NY
November 4, 2022
emiconference.com



2 0 2 2 E M I ANNUAL CONFERENCE

Reinventing Global Value Chains



Cornell
SC Johnson College of Business



Building Bridges and Encouraging Dialogue

*For more than a
decade...*

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WELCOME from the Dean



Welcome to the **12th Emerging Markets Institute Annual Conference**. The Emerging Markets Institute (EMI) was launched in 2010 to broaden global leadership horizons in business research and talent development. The EMI has excelled in multiple frontiers over the last years. We now have over 200 MBA alumni from our Emerging Markets Fellows program who are pursuing careers in a variety of countries including China, Brazil, Mexico, India, and Ethiopia. The program is now a Concentration, with about 10% registration per class, including Cornell Tech MBA students. Research on Emerging Markets has won several **awards** including Notre Dame's Mendoza College of Business Excellence in Ethics Best Dissertation Proposal Award and the Duke Center of Lenow Leadership and Ethics Best Dissertation Proposal Award.

The Cornell SC Johnson College of Business provides important **support to global programs** including the Cornell-Tsinghua MBA/F-MBA dual degree program offered in Beijing (in both English and Mandarin) and the Cornell EMBA Americas program, which has boardrooms in Canada, Mexico City, Monterrey, Lima, and Santiago. These global programs have played a significant role in enabling the Johnson School's recent Bloomberg Business Week ranking as the **10th best program in International Business**. The EMI is also expanding its support of EMBA and undergraduates from both the Dyson School of Applied Economics and Management and the Nolan School of Hotel Administration by enabling their valuable interactions with graduate students in a variety of curriculum projects.

Andrew Karolyi, Charles Field Knight Dean and Harold Bierman Jr Distinguished Professor of Management at Cornell SC Johnson College of Business

CONFERENCE SPONSORS

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Nell Cady-Kruse BS '84 MBA '85

Gail and Rob Cañizares, BS '71, MBA '74

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Dear EMI Community,

I am pleased to welcome you to the twelfth Emerging Markets Institute Conference. Under the theme Reinventing Global Value Chains, this event is the institute's flagship, where we will launch the 2022 Report on Emerging Market Multinationals authored by Lourdes Casanova and Anne Miroux. The event brings together leading academics, students, and business and opinion leaders.

Within the conference, the EMI will hold its 6th Cornell Corning EMI Case Competition, an event in which 375 students in 75 teams from 25 best business schools across nine countries have competed this year. We're also excited to launch the third edition of the Cornell EMI & Mark Mobius Pitch Competition in partnership with nine universities worldwide.

We would like to acknowledge and thank all of our speakers, EMI fellows, Cornell Alumni, experts, and volunteers who have taken the time to participate in our event and broaden the body of knowledge surrounding Emerging Markets and Emerging Multinationals.

We sincerely appreciate the collaboration of our conference partners: the Einaudi Center at Cornell University, EMNet at the OECD Development Center, United Nations Committee on Trade and Development (UNCTAD), Inter American Development Bank (IDB) and International Financial Corporation (IFC) from the World Bank as well as the members of the Emerging Multinationals Research Network (EMRN). We'd also like to acknowledge the generosity of Gail and Rob Cañizares, Henry Renard and the Ada Kent Howe Foundation, Nell Cady-Kruse, Mark Mobius and Corning Incorporated. We owe our thanks also to the Advisory Council members of the Emerging Markets Institute: Nell Cady-Kruse, Rob Cañizares, Rustom Desai, Paul Kavuma, and Bob Staley, for their valuable guidance and support.

I would like to encourage interested companies and individuals to further engage with the EMI through speaking engagements, corporate partnerships, joint research, webinars and blog posts, among our other events. I encourage you to view our website for more details and follow us on social media.

I hope you enjoy the conference, and opportunity to continue building bridges and encourage dialogue between the North and the South and East and West!



Lourdes Casanova
Gail and Roberto Cañizares Director

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The Emerging Markets Institute Conference 2022

The Cornell Emerging Market Institute Conference is the United States' leading annual forum for discussing the ongoing trends and phenomena in our world's rapidly growing emerging markets. Bringing together heads of the world's largest multilateral institutions and preeminent business, the conference fosters engaging discussions on economic development and this year, specifically, through the lens of global supply chains.

The Conference is hosted at Cornell's landmark Cornell Tech campus on Roosevelt Island in New York City and will feature a variety of key-note speakers, thought-provoking panel discussions, networking sessions, and two sponsored competitions: the Cornell EMI Mark Mobius Pitch Competition and the Cornell EMI Corning Case Competition. The Conference also marks the launch of the Institute's Annual Report, a collection of research and articles from the past year developed by researchers within Cornell as well as the Emerging Multinationals Research Network in collaboration with OECD Development Center, UNCTAD, IFC, and Inter-American Development Bank.

The theme of the 2022 Conference, **"Reinventing Global Value Chains"**, invites speakers to envision the connections that are evolving between industries, governments, and environments, which have compounding effects on trade and economic development, especially as we reach into a post-pandemic world riddled with uncertainty.



Cornell EMI & Corning Case Competition

The Cornell Corning EMI Case Competition is a key event at the conference. It boosts collaboration among universities and strengthens Johnson's ties with other academic institutions. Moreover, it speaks to EMI's focus on international and inter-institutional collaboration.

The impact of globalization on business, both locally and globally, is immense, and ignoring it would be a catastrophic undertaking. The goal of the case competition is to identify and answer questions that real businesses and managers are posing today in relation to Emerging Markets. The growing role of Emerging Multinationals in the business world continues to evolve and this case competition seeks to challenge us to come up with win-win solutions for expanding stakeholders.

Every year, participants in the case competition come from MBA and other graduate-level programs in the United States, and across the globe. Thank you to all teams who participated in the Corning Cornell EMI case competition 2022. In total, (for the first round) 87 teams with 379 students representing 25 universities from 9 countries participated in the case competition.

The 5 finalists who were selected for the final round are:

- Team **DeGroot Warriors**, McMaster University, Canada
- Team **Dynamic Conquerors**, IIM Ahmedabad, India
- Team **Emerging5**, Cornell University, United States
- Team **Hoosier Hypothesis**, Indiana University, United States
- Team **Wizards**, IIM Bangalore, India

Cornell EMI & Mark Mobius Pitch Competition

The Cornell EMI Mark Mobius Pitch Competition invites student entrepreneurs and recent graduates operating startups in emerging markets to network with fellow students, speak with expert mentors, and pitch their startups to investors in the emerging markets annually.

Five early-stage startups from across the globe compete for a \$10,000 cash prize to develop and scale their innovative idea in the emerging markets.

As the role of emerging multinational businesses evolves, the Mark Mobius Pitch Competition challenges teams to think creatively, innovate and adapt their approaches and technologies to solve pressing issues in the emerging markets.

A total of 36 startups, 14 business schools from 14 countries participated in the initial round and we want to thank every team who participated in the initial round of the 2022 Cornell Mark Mobius EMI Pitch Competition

However, the 5 finalists who were selected for final round are:

- **Aquatrac**, Lagos Business School, Nigeria
- **Chamak**, Cornell University, USA
- **Life and Limb**, IIT-Kanpur, India
- **OMI**, Universidad de los Andes, Colombia
- **Soca Exchange**, Tecnológico de Monterrey, México

Agenda

Reinventing Global Value Chains



8:30am - 9:00am

Registration + Coffee

9:00am - 9:05am

Welcome and opening remarks

Lourdes Casanova, Gail and Roberto Cañizares Director of the Emerging Markets Institute at Cornell S.C. Johnson College of Business

9:05am - 10:20am

Cornell EMI & Mark Mobius Pitch Competition

Co-Chairs: Sarah Landes MBA '23, and Rodrigo Ley MBA '23

- Finalists:**
- **Aquatrac**, Lagos Business School, Nigeria
 - **Life and Limb**, IIT-Kanpur, India
 - **OMI**, Universidad de los Andes, Colombia
 - **Soca Exchange**, Tecnológico de Monterrey, México
 - **Chamak**, Cornell University, USA

10:20am - 10:35am

Coffee Break

10:35am - 12:00pm

Cornell EMI & Corning Case Competition

Co-Chairs: Clarisse Alpaert and William Montgomery MBA '23

- Finalists:**
- Team **Hoosier Hypothesis**, Indiana University, United States
 - Team **Dynamic Conquerors**, IIM Ahmedabad, India
 - Team **DeGroot Warriors**, McMaster University, Canada
 - Team **Wizards**, IIM Bangalore, India
 - Team **Emerging5**, Cornell University, United States

12:00pm - 1:00pm

Technology's Role in Enabling Efficient and Resilient Global Value Chains

Moderator: Dan Keeler, Founder of Frontier Markets News and Daniel's All Natural, Senior editor at ImpactAlpha.com, and former frontier markets editor at The Wall Street Journal

Claude Echahamian, Vice President and General Manager Advanced Optics Corning Inc.

Tina Jabeen, Senior Government Policy Advisor. CEO. Venture Capital. Ecosystem Builder. Bangladesh Startup Consortium

Blanca Treviño, President and CEO at Softtek

1:00pm - 2:15pm

Lunch

2:15pm - 3:00pm

Launch of the EMI Report: Reinventing Global Chains

Moderator: Ravi Ramamurti, University Distinguished Professor of International Business and Director, Ctr for Emerging Markets, Northeastern U

Lourdes Casanova, Gail and Roberto Cañizares Director of the Emerging Markets Institute at Cornell S.C. Johnson College of Business

Anne Miroux, Faculty Fellow at Cornell S.C. Johnson College of Business

Momina Aijazuddin, Global Head Microfinance at the IFC - International Finance Corporation

Shailja Bang Shah, Research Assistant, EMI

John Manners-Bell, CEO, Ti Insight and Director, Foundation for Future Supply Chain

Lorenzo Pavone, Deputy Head of Networks, Partnerships and Gender Division at the OECD Development Centre

3:00pm - 3:15pm

Musical Interlude

Andrew Foley PhD '24, Kaleb Kavuma A&S'26

3:15pm - 4:15pm

CBDCs, Fintech and Beyond: New Directions for Financial Sector

Moderator: Joyce Chang, Chair of Global Research at J.P. Morgan

Asha Mehta, Managing Partner & CIO at Global Delta Capital (Emerging & Frontier Markets and Sustainability Investing Fund)

Mark Mobius, Founding Partner at Mobius Capital Partners

Marcos Troyjo, President at The New Development Bank (NDB)

4:15pm - 4:30pm

Dr. Mingzhi Liu, Chief Representative, Representative Office for the Americas, People's Bank of China and Professor of Finance at Tsinghua University

4:30pm - 4:40pm

Launch of EMI Fellows Alumni Group - Gaurav Trivedi, MBA '19; Jamie Lavin MBA '22 and Fayruz Zein MS/Health MBA '22

Launch of the Emerging Markets Society - Andrew Lim, A&S '24

4:40pm - 5:00pm

Coffee Break

5:00pm - 5:15pm

Award Announcement:

EMI Canizares Alumni Award & EMI fellows honorary award presented by **Dean Karolyi**

Special EMI fellows honorary award to **Gail and Rob Cañizares**, MBA '74

EMI Cañizares alumni award to **Paul Kavuma**, Owner Catalyst Principal Partners & MBA '93

5:15pm - 5:45pm

Innovative and Sustainable Finance in Post-COVID Africa

Paul Kavuma, Owner, Catalyst Principal Partners

Faridah Usman, Director, Kuramo Capital Management

5:45pm - 5:55pm

Announcement of Winners of Case, Pitch Competition & EMI Corning case consulting projects

5:55pm - 6:00pm

Closing Remarks

Panels

Launch of the EMI Report 2022

The 2022 edition of the Emerging Market Multinationals Report discusses the growth of the world's largest EMNCs from China, India, Latin America, Africa, and South East Asia. The report examines the 'billionaire' companies (those with more than \$1 billion in annual revenue) and the biggest EMNC 500s by revenue. In this edition, we expand on our work initiated in last year's report, analyzing the 500 biggest EMNCs by market capitalization, separating our results inclusive and exclusive of Chinese companies. Following the ranking of emerging market countries launched in the 2020 EMI Report, we have expanded the E20+1 country ranking to include ESGD (ESG + development) variables, as well as considering countries' varying levels of internationalization. The panel will discuss the findings contained in the EMI Report and the implications for our global economy.

Technology's Role in Enabling Efficient and Resilient Global Value Chains

Technological innovations have been the impetus behind our global economy's ever-increasing interconnectivity, productivity, and efficiency. This panel will provide insights into how technology has disrupted global value chains, delving into various sub-industries and how their efficiency has changed as a result of technological adoption.

CBDCs, Fintech and Beyond: New Directions for Financial Sector

While countries have seemingly increased their interconnectivity via innovations in blockchain-enabled technology and their subsequent adoptions of broad-based digital currencies, some countries like Nigeria and China have launched their own digital currencies, rendering forward-looking crypto-currency trends ambiguous. Paula Kovarsky, Asha Mehta, Mark Mobius, and Marcos Troyjo will discuss the intricacies of these new sovereign adoptions and the implications they will have on future digital currency adoptions.

Innovative and Sustainable Finance in Post-COVID Africa

ESG remains a crucial theme for investors across the globe, with nearly \$500 billion having been invested in ESG-integrated products in 2021 alone. However, there has been much debate as to whether companies employing ESG metrics are doing so in sustainable ways, leading one to question how investors should consider ESG factors. Paul Kavuma, the CEO and cofounder of Catalyst Principal Partners, a leading east-Africa middle-market private equity firm, will share his perspective on innovative and sustainable finance in East-African economies. Mr. Kavuma will explore how different East-African companies have employed ESG initiatives, as well as how investors have weighted specific ESG indicators. This dialogue will provide insight into how business leaders and investors can use ESG to support the rapid economic growth in the region, achieve favorable returns, and ensure better outcomes not only for shareholders but for all stakeholders.

Ideation Workshop

Innovation requires creative and critical thinking. Ideation workshop will practice one of Cornell Tech's signature techniques to generate innovative ideas to address today's pressing challenges in emerging markets!



Momina Aijazuddin

Global Head of Microfinance/Financial Inclusion, International Finance Corporation, U.S.

Momina is IFC's Senior Industry Manager, Financial Institutions Group, MCT (Middle East, Central Asia, Turkey, Pakistan & Afghanistan). She is responsible for the IFC's financial institutions group program for the MCT region which involves supervising a team of fifty covering investment, upstream and advisory engagements with a portfolio of US\$3.3 billion. She was previously responsible as the global lead for IFC's MSME investment and advisory activities globally. She led IFC's efforts to scale up private sector commitments with strategic partners in the digital finance, microfinance and fintech space committed to achieving the World Bank Group's Universal Financial Access by 2020. She currently serves on the Microfinance Enhancement Facility Board (MEF). Momina holds a Master's degree in Economics with Distinction from the London School of Economics.



Shailja Bang Shah

Thematic Research Analyst at the Emerging Markets Institute

Shailja Bang Shah is a Thematic Research Analyst and has led the Emerging Markets Economic Growth and ESG (D-ESG) Ranking project at EMI. Prior to EMI, she has worked with J.P. Morgan in Strategic Research where she covered market-moving events like the implications of the COVID-19 pandemic, the consequences of unconventional monetary policy, outlook for the 2020 US elections, and the evolving U.S.-China trade tensions. She is a qualified Chartered Accountant (India) with a Bachelor's in Commerce from the Narsee Monjee College of Commerce and Economics (University of Mumbai).



Lourdes Casanova

Gail and Roberto Cañizares Director of the Emerging Markets Institute at Cornell S.C. Johnson College of Business

Lourdes Casanova, a Fulbright Scholar, was awarded in 2014 and 2015 one of the 50 most influential Iberoamerican intellectuals by Esglobal, and in 2017, one of the 30 most influential. Co-author with A. Miroux: The Era of Chinese Multinationals. Academic Press. Elsevier 2019. Emerging Market Multinationals Report 2016-2020. She was a member of the Latin America Global Agenda Council and the Competitiveness in Latin America taskforces of the World Economic Forum for Mexico, Brazil and Colombia, the B20 Task Force on ICT and Innovation in the G20 summit, Los Cabos (2012), and at INSEAD was responsible for the Goldman Sachs 10,000 women initiative. She is a board member of Boyce Thompson Institute and founding Board Member of the Société des Amis du Chateau de Fontainebleau and the Emerging Multinationals Research Network and co-founder of the Ithaca Hub of Global Shapers.



Joyce Chang

Managing Director and Chair, Global Research, JP Morgan

Joyce Chang is Chair of Global Research for J.P. Morgan's Corporate and Investment Bank. She has spent more than 30 years working in Global Research, with expertise in Macro, Fixed Income, Cross-Asset, Emerging Markets, Geopolitical, Strategic and Thematic Research. Joyce was a Managing Director at Merrill Lynch and Salomon Brothers prior to joining J.P. Morgan Chase in 1999. She has been included in American Banker's Top 25 Most Powerful Women in Finance and Barron's 100 Most Influential Women in Finance in past years. Joyce holds an M.P.A. from Princeton and serves on its External Advisory Council for the Center for Public Policy, and has a B.A. from Columbia from where she was awarded the John Jay award for professional achievement and serves on its Board of Visitors. She is also a member of Georgetown's Global Business Advisory Board.



Claude A. Echahamian

Vice President & General Manager, Corning Advanced Optics Mobile Consumer Electronics

Echahamian is responsible for leading Corning's businesses for the semiconductor industry as well as Aerospace and Defense. He has more than 20 years of experience with Corning. Prior to his current role, Echahamian was president and general manager, Corning International, since January 2021. He was responsible for Corning's business operations, strategy and business development, and entity management in Emerging Markets such as India, Latin America, Southeast Asia, Russia, and portions of EMEA and CIKK Japan. Prior to joining Corning, Echahamian worked for 10 years at Aviat Networks, formerly Harris Stratex, a California-based wireless transmission supplier. As vice-president of sales and services, he developed Aviat's wireless broadband solution into the main carrier and enterprise segments and successfully launched the first Ethernet microwave solutions in Europe. Echahamian holds a Master of Science from Telecom Bretagne in France.



Tina Jabeen

Founding Managing Director and former CEO of Startup Bangladesh Ltd

Jabeen is founding Managing Director and former CEO of Startup Bangladesh Ltd., a venture capital company wholly funded by the Government of Bangladesh. During her five-year tenure, she oversaw the pre-launch strategic and operational plans for the company (as Investment Advisor to ICT) and then the formal launch of the \$65 million fund (as CEO). She is currently the founding President of Bangladesh Startup Consortium, launched in response to COVID, which drives policy and advocacy support for startup companies in

Bangladesh. The Consortium facilitated first-of-its-kind engagement between Education Ministry and 15 EdTech startups to produce online academic content for the national textbook regulatory body and collaborations with US Market Access Inc. and UC Berkeley's Sutardja Center for Entrepreneurship & Technology as well as Silicon Valley's Band of Angels. Currently, Tina serves as senior government advisor to the UNESCAP's CWE program and USAID SARDI to promote access to market, capital and capacity building to facilitate women's participation in Small-Medium Enterprises in Bangladesh



Andrew Karolyi

Charles Field Knight Dean and Harold Bierman Jr Distinguished Professor of Management at Cornell S.J. Johnson College of Business

Andrew Karolyi joined Cornell in 2009. His research specializes in the area of investment management with a focus on the study of international financial markets. He has published extensively in peer-reviewed journals in Finance and Economics and has published several books and monographs. He is a past recipient of the Michael Jensen Prize for Corporate Finance and Organizations, the Fama/DFA Prize for Capital Markets and Asset Pricing, and the William F. Sharpe Award for Scholarship in Finance. In 2017, he was elected as a Fellow of the Financial Management Association International. Professor Karolyi served as Editor and then Executive Editor of the Review of Financial Studies from 2011 to 2018, one of the top tier journals in Finance. He received his Bachelor of Arts (Honors) in Economics from McGill University in 1983 and worked at the Bank of Canada for several years in their Research Department. He subsequently studied for his MBA and PhD degrees in Finance at the Graduate School of Business of the University of Chicago.



Dan Keeler

Founder of Frontier Markets News, Senior editor at ImpactAlpha.com, former frontier markets editor at The Wall Street Journal

Dan is Senior Editor at ImpactAlpha with a focus on smaller emerging markets, the impact of new technologies such as cryptocurrencies, government or multilateral support for impact investing, and advances in impact measurement. Prior to joining ImpactAlpha Dan was an editor at the Wall Street Journal where he created and managed frontier- and small-emerging-markets coverage, as well as a number of successful events and editorial partnerships. Dan has a deep interest in the power of digital money to transform the global economy and served as editor-in-chief at Blockworks, an institutional-investor-focused news resource on blockchain and cryptocurrencies. He also teaches a class on Frontier and Growth Markets to MBA candidates at Kellogg School of Management.



Dr. Mingzhi Liu

Chief Representative, Representative Office for the Americas, People's Bank of China and Professor of Finance at Tsinghua University

Mr. Mingzhi Liu is currently Chief of People's Bank of China Representative Office for the Americas, and Professor of Economics and Finance of Tsinghua University PBC School of Finance. Before that, he was Chief of PBOC Representative Office for Africa and Member of Board of Directors of Eastern and Southern African Trade and Development Bank previously, and was once the Executive Vice President of PBOC Hefei Branch, Deputy Director-General of PBOC Shanghai Office and Director of PBOC Research Department.



John Manners-Bell

CEO, Ti Insight and Director, Foundation for Future Supply Chain

A highly experienced author, speaker and thought leader in the global transport and logistics industry with a career spanning research, operations, strategy and marketing. Founder and CEO of Transport Intelligence Ltd which since 2002 has developed a market leading position in the provision of market research to blue chip customers and governmental organisations. Honorary Visiting Professor, London Guildhall Faculty of Business and Law, London Metropolitan University since 2015. Formerly Chair of the Logistics and Supply Chain Global Agenda Council of the World Economic Forum. Chartered Fellow of the CILT and Liveryman of the Worshipful Company of Carmen. In 2021, founded the Foundation for Future Supply Chain, a not-for-profit dedicated to improving the understanding of sustainability, risk, innovation, ethics and public policy in the global logistics and supply chain industry.



Asha Mehta

Managing Partner & CIO Global Delta Capital (Emerging & Frontier Markets and Sustainability Investing Fund)

Asha Mehta, CFA, is the Founder and Chief Investment Officer of Global Delta Capital. Her thematic focus includes Emerging & Frontier Markets and Sustainable Investing. She was previously an investment banker at Goldman Sachs and Lead Portfolio Manager and Director of Responsible Investing at Acadian Asset Management. Early in her career, she conducted micro-finance lending in India. She has traveled to over 80 countries and lived in six. Asha was named one of the Top 10 Women in Asset Management by Money Management Executive and profiled as a "Brilliant Quant" by Forbes magazine. She is an active advocate of financial literacy and financial empowerment. She is a supporter of several related organizations, including Compass Working Capital and 100 Women in Finance. Asha holds an MBA with Honors from The Wharton School, University of Pennsylvania, and a B.S., Biological Sciences, and an A.B., Anthropology, from Stanford University.



Anne Miroux

Faculty Fellow at Cornell S.C. Johnson College of Business

Miroux is former Director of the Division on Technology and Logistics in the United Nations Conference on Trade and Development (UNCTAD) and Head of the Secretariat of the UN Commission on Science and Technology for Development. Over 30 years of experience in international trade, finance, technology and innovation policies. Directed the World Investment Reports - the United Nations flagship report on FDI and transnational corporations - and served as Editor of the UN Transnational Corporations Journal. Has published extensively and led many research and technical assistance projects. Miroux is a member of the Advisory Board of the Technology and Management Center of the Department of International Development at Oxford University, and of the "Foundation for the Future of Supply Chains". She has an MBA from HEC (Paris), a diploma from Institut de Sciences Politiques (Sciences Po Paris) and a PhD in Economics from Paris I-Sorbonne.



Mark Mobius

Founding Partner, Mobius Capital Partners

Dr. Mark Mobius received his Ph.D. at MIT in Cambridge Massachusetts. He now heads up Mobius Capital Partners based in London. The firm has two investment funds: Mobius Investment Trust in London and Mobius Emerging Markets Fund in Luxembourg. Dr. Mobius has been investing in emerging markets since 1987 and managed the very first listed emerging markets fund on the New York Stock Exchange. He has received numerous awards and is also the author of a number of books including The Inflation Myth and The Wonderful World of Deflation, The Little Book of Emerging Markets and Invest for Good.



Lorenzo Pavone

Deputy Head of Networks, Partnerships and Gender Division at OECD Development Centre

Lorenzo Pavone oversees the Emerging Markets Network (EMnet), a network of multinational companies promoting policy dialogue and analysis on business in emerging markets, hosted by the OECD Development Centre. He has experience in emerging markets, private sector development, competitiveness, investment promotion and business climate assessment. He holds an MBA from HEC Paris and a Master's Degree in Economics from the University of Rome La Sapienza and is member of the Faculty Advisory Council of the Emerging Markets Institute (EMI) at Cornell SC Johnson College of Business.



Blanca Treviño

President & CEO of Softtek

Blanca Treviño is President and CEO of Softtek, a global company dedicated to digital solutions, and the largest with origins in Latin America. Softtek helps its clients uncover opportunities, build technological capabilities, and optimize their performance through data, automation and artificial intelligence. She serves as Vice President of the Mexican Business Council, is a member of the MIT School of Engineering Advisory Council, board member of Walmart Mexico, the Americas Society and Council of the Americas, the Ibero-American Council for Productivity and Competitiveness, Grupo Lala, The Mexican Stock Exchange, as well as diverse universities, including her alma mater, Tecnológico de Monterrey (ITESM).



Marcos Troyjo

The New Development Bank (NDB)

Prior to his appointment as President of the NDB, Mr. Troyjo pursued a successful multilayered career in government, business, academia and the public debate on economic development. He served as Brazil's Deputy Economy Minister and Special Secretary for Foreign Trade and International Affairs and represented the Brazilian Government on the boards of multilateral development institutions. He was also Chairman of Brazil's Commission on External Financing and its National Investment Committee. Co-founded and served as Director of the BRICLab at Columbia University. Member of the World Economic Forum (WEF) Global Future Council on International Trade and Investment. He was Director of the Intelligent Tech & Trade Initiative (ITTI). An economist, political scientist and diplomat, he holds a Master's degree and PhD in sociology of international relations from the University of São Paulo and postdoctoral studies at Columbia University.



Faridah Usman

Director at Kuramo Capital Management

Usman is Director at Kuramo Capital Management, one of sub-Saharan Africa's leading primary and secondary investment firms providing regional access to world-class institutional investors (LPs) representing nearly US\$2 trillion in AUM. With around a decade of experience in sourcing, due diligence, portfolio construction and value creation, she is responsible for over \$150million in committed capital to private equity and venture capital funds in Africa. She has helped build and oversee a portfolio of investments and partnerships across several industry sectors, including financial services, agribusiness, and technology. Faridah holds a graduate degree with honors from the University of Warwick and a dual Master's degree from New York University (NYU). She also holds both the Chartered Financial Analyst (CFA) and Chartered Alternative Investment Analyst (CAIA) designation.

Inaugural Cañizares EMI award



Paul Kavuma

Owner, Catalyst Principal Partners, & MBA '93

Paul has over 25 years of management consulting, entrepreneurial, investment banking, private equity and social impact experience, with a depth and diversity of international and Africa-focused operational, strategic, governance, impact, mentorship and leadership credentials.

Founder, chief executive officer and Investment Committee member, Catalyst Principal Partners, leading East Africa mid-market growth capital private equity fund manager, with c. \$300m funds under management, investing in consumer, industrial and service sectors.

Founder and Chairman, Construct Africa, specialist real estate asset and development management firm, providing strategy advice and asset management services to int'l financial institution managing sub-Saharan listed real estate investment fund (c.\$70m Net Asset Value).

Founder and Chairman, Pulse Capital, establishing an impact venture platform to invest in early-stage African tech-enabled companies to build capacity and accelerate growth, whilst also generating social impact through sustainable job creation and gender equity promotion.

Previously, as Director and Head of East Africa Private Equity, Actis Capital (emerging markets private equity firm), Paul managed a diverse investment portfolio across East Africa. Previously, as Associate Director, HSBC Investment Bank, he led several M&A transactions across Africa, having previously held a Senior Consultant position at PriceWaterhouse, undertaking corporate finance/financial advisory engagements in West Africa & Central Asia.

Paul has held several board and advisory board roles, including directorships of leading East African corporates, conglomerates and financial institutions, having served on various board sub-committees, including Audit and Risk, Governance, Nomination and Remuneration, Credit, Asset and Liabilities as well as ad hoc Executive and Strategy committees.

Paul served as Chairman, Capital Markets Authority Steering Committee, and led a taskforce in development and adoption of a 10-year Masterplan for Kenya's capital markets regulator.

Paul is an Exco member, Kenya Chapter, Young Presidents Association (global CEO network).

He served industry bodies as director of Africa Private Equity and Venture Capital Association and Africa Council & Frontier Markets member, Emerging Markets Private Equity Association.

He is an Advisory Board member of the Emerging Markets Institute, Johnson Graduate School of Business, Cornell University.

He is a Fellow of the Africa Leadership Initiative (member of Aspen Institute Global Leadership Network), and is an Advisory Committee member of The Room, Africa Leadership Group.

Paul holds a double major Bachelor of Arts Degree in Economics and Engineering from Brown University, and an MBA from Johnson Graduate School of Business, Cornell University.

EMI Honorary Fellows



Rob Cañizares - Former President of MSA international and board member of Cornell S.C Johnson College of Business

Rob Cañizares' leadership experience in successfully building and transforming businesses around the world span more than two decades. In senior executive roles leading their successful globalization, he focused the formulation & implementation of strategy, and on building, coaching and developing multinational organizations.

In this Jubilant stage of his career, he advises and mentors founders of entrepreneurial companies, lectures on management, organizational transformation and coaching, serves on the board of the Emerging Markets Institute and the Advisory Board of Cornell S.C Johnson College of Business, serves as a mentor at the McGovern Incubator, and is a board member of the Craigielea Education Foundation, among others.

At the end of 2011 he retired from the position of President, MSA International. Rob joined MSA Safety Inc. (a NYSE traded company) in January 2003 and moved to Pittsburgh, Pennsylvania. During his tenure, the International business of MSA tripled, accelerating its global presence by building sales, marketing, manufacturing and engineering facilities in emerging markets. Spanning over 40 operating companies outside the United States, it accounts for over 55% of the company.

Before joining MSA, Rob's worked 28 years at Trane, the air conditioning company of American Standard (a Fortune 150 company), where his early career developed in product and marketing management, distribution logistics, sales management, and strategic planning. His general management responsibilities began in 1987 in Asia and the Americas, becoming a corporate officer of America Standard Companies in 1990. In the mid-nineties he moved to Hong Kong to head Trane's organization in Asia. Under his growth-focused leadership Trane's business grew ten-fold by starting national companies that overtook the leading market positions in the main countries of Asia. This half-billion dollar business of integrated companies included seven manufacturing plants in the Asia-Pacific region, the two largest of which were built in China. He became Trane's Senior VP of International Applied Systems in 1997 and later moved to the Netherlands as Senior Vice President of Global Sales & Service in 1999.

Born in Colombia and happily married for more than 40 years, Rob met his wife Gail at Cornell University where he earned an undergraduate degree in Engineering & Applied Physics (BS'71) and a master's degree in business administration (MBA'74). A global citizen, Rob and his wife have lived and worked in four continents and speak four languages fluently. His outside interests include tennis, architecture & design, wine appreciation (he is a Chevalier of the Confrérie du Tastevin, in Burgundy), as well as travel to discover foreign cultures and languages.

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Corning EMI & Corning Case Competition



Clarisse Marcella Alpaert

Research Assistant, EMI.
2021 Case Competition Winner



Ricardo Buitrago

Research Professor at
EGADE Business School
del Tecnológico de
Monterrey



Gabriel Ferrareso

Manager, Product
Integration at Ethoca



Julian Galarza

MBA '24 . CEO @
Mentees



Sofia Kalantizi

Lecturer of economics,
S.C Johnson Graduate
School of Management,
Cornell University



Gleb Margolin

MBA '21. Prior Case
Competition Chair



William Montgomery

Former U.S.
Diplomat and
MBA '23



Lorena A. Palacios-Chacón

Profesora de tiempo
completo, Escuela de
Negocios, Tecnológico
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Full Professor - Business
Administration
Department at USP -
University of São Paulo



Mario Saravia

Director at UBS



Christina Valauri

Founding Partner
Sagestone Advisory,
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Amanda Ward

MBA '21. Prior Case
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David (Wei) Wu

Sales Management,
Evidensity



Alexander Bruce

Advisor Indiana University



Dr. Milena Head

Advisor McMaster University



Risa Mish

Advisor Cornell University



Srinivasan R

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Anuj Kapoor

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Cornell EMI & Mark Mobius Pitch Competition



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Sandiip Bhammer

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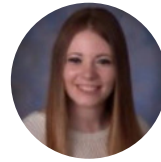
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Cornell Alma Mater

Far above Cayuga's waters,
With its waves of blue,
Stands our noble Alma Mater,
Glorious to view.

Lift the chorus, speed it onward,
Loud her praises tell;
Hail to thee, our Alma Mater!
Hail, all hail, Cornell!

Far above the busy humming
Of the bustling town,
Reared against the arch of heaven,
Looks she proudly down.



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