

Emerging Markets

Europe + Latin America + Asia

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Globalisation ??



Traditional Trading Centres

New York for the AMERICAS

London for EMEA

Singapore for ASIA PACIFIC

Global Contracts



USA



UK



Germany



France

Emerging Regions

Latin America

The Baltic States

Central Europe / CIS Countries

Middle East / Gulf States

India / Sub-Continent

Asia / Pacific Rim

Emerging Countries

Brazil for Latin America

Estonia for The Baltic States

Russia for Central Europe / CIS Countries

UAE for the Middle East

India for the Sub-Continent

China for Asia / Pacific Rim

Emerging Cities

Sao Paulo for Brazil / Latin America

Tallinn for Estonia / The Baltic States

Moscow for Russia / Central Europe

Dubai for the UAE / Middle East

Bangalore for India / Sub-Continent

Shanghai for China / Asia

The BRIC factor



Brazil



Russia



India



China

The E7 factor



Brazil



India



Mexico



China



Indonesia



Russia



Turkey

Economic factors

- Low cost workforces
- Low production costs
- Intelligent and motivated workforces
- Strategic geographical locations
- Good transport and accommodation programmes

Workforce factors

- The need for a low cost workforce in countries such as the USA, UK, France, Germany and Italy
- The need for any kind of workforce in these countries to do tasks that are no longer attractive to their own people such as agricultural work, cleaning, taxi driving, unsocial hours
- The problems that some countries such as Poland are beginning to have because their young / intelligent / motivated workforce are moving abroad and are not available for their own emerging economies
- Achieving the right balance between the free movement of labour with the challenges of illegal immigration

Airline factors

LUFTHANSA operate to Almaty, Bratislava, Bucharest, Dubrovnik, Eriwan, Kiev, Minsk, Prague, Riga, Sofia, Tallinn, Tbilisi, Warsaw, Vilnius

EASYJET operates to Bratislava, Budapest, Istanbul, Krakow, Ljubljana, Marrakech, Olbia, Prague, Rijeka, Split, Tallinn, Warsaw

RYANAIR operates to Ancona, Balaton, Bratislava, Brno, Bydgoszcz, Gdansk, Haugesund, Kaunas, Krakow, Lamezia, Linz, Lodz, Pau, Perugia, Poznan, Pula, Riga, Rzeszow, Szczecin, Trieste, Valladolid, Wroclaw,

Confidence factors

- We now drink WINE from Chile and Argentina where previously we always preferred wine from France, Italy and Spain
- We now buy CARS from manufacturers in Korea and Malaysia where previously we had more confidence with vehicles that were designed in the USA, UK or Germany
- We now take short break WEEKENDS in Krakow, Bratislava and Vilnius where previously we never ventured further than Paris, Amsterdam or Brussels

Language factors

The increasing dominance of **ENGLISH** as the language of business, international meetings, airlines and the Internet

The increasing importance of **SPANISH** in Latin America and in the large southern states of the USA – California, Florida and Texas

The relative decline of **FRENCH** and **GERMAN** as international languages

The future potential for **CHINESE** to become a truly world language

The EU Factor (27)

Austria

Belgium

Bulgaria

Czech Republic

Cyprus

Denmark

Estonia

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

Netherlands

Poland

Portugal

Romania

Slovakia

Slovenia

Spain

Sweden

UK

The EURO Factor !!

Austria

Belgium

Czech Republic

Cyprus

Denmark

Estonia

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

Netherlands

Poland

Portugal

Slovakia

Slovenia

Spain

Sweden

UK

Local / Regional / Global

While some Corporate Clients and some Travel Management Companies think and act globally, many Suppliers act locally and / or regionally

Airline Alliances are a collection of national carriers who come together for code sharing, airport lounge programmes, frequent flyer benefits and baggage handling

All of the current Global Distribution Systems (GDS) still have their individual national / regional strengths

Large Domestic markets such as the USA, Brazil, Russia, China, India and Japan are often more important than any international activities