

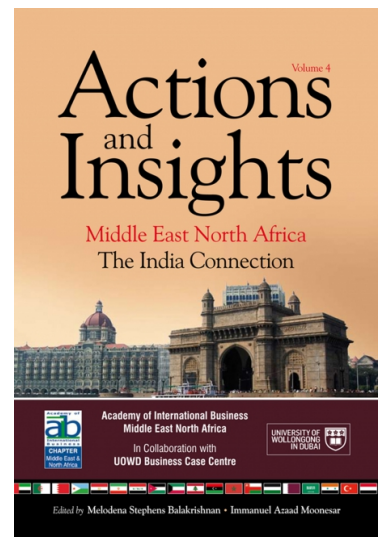
The India Connection

Actions and Insights - Middle East North Africa

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About the Book

Slowly but steadily, the geographic centre of business gravity is moving eastwards. Emerging economies are proving promising business markets with large populations that have strong future purchasing power. The youthful human capital provides potential opportunities for innovation. The MENA region is strategically placed at the hub between East and West. As the developed West and the developing East collide, the challenges and opportunities that arise bring a rich variety of perspectives of innovative solutions to business dilemmas. This set of cases in our 4th volume explores why and how some successful Indian entrepreneurs have relocated themselves to the UAE. It traces their entrepreneurial stories. Two cases are from the healthcare industry: Dr. B.R. Shetty is the founder of NMC Healthcare, UAE Exchange and Neo Pharma. Dr Azad Moopen is the founder of Aster DM Healthcare. This case traces the story of Yogesh Mehta who moved from Mumbai, Maharashtra to begin Petrochem Middle East. The book also documents the stories of a few women entrepreneurs, including Uma Ghosh Deshpande who carved a career for herself in the competitive UAE media production industry, and the Karla sisters who are on a quest to make the world disability friendly.



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