

Entrepreneurship With a Conscience

Presented by the Indo American Chamber of Commerce - USA

June 16, 2010

6:00 - 9:00 PM

Prakash Krishnaswamy founded EASi, a company that helps clients engineer better products, get to market faster, reduce costs and exploit global opportunities. He'll discuss the huge but relatively untapped growth market in the world's low income population. This important group--which makes up about 90% of the total population--is characterized by low disposable income, undeveloped infrastructure and is generally hard to reach through traditional channels. However, he says that there is "fortune at the bottom of the pyramid" and innovation on a variety of fronts is required to be successful in low income populations. He'll discuss the issues, challenges and examples of success in India and other emerging countries.

Location:

Miller Canfield Global Headquarters
150 W. Jefferson Avenue, Suite 2500
Detroit, MI 48226

Cost:

There is no cost to attend.

Register:

Click the RSVP button to register or contact:
Virginia Herrick at 313.496.7548