

# Press Release

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## Ignore Global Emerging Markets at Your Peril

Speaking at the Executive Search Consulting Conference in New York this week, Andrew Walker, Joint President of The International Executive Search Federation (IESF), warned the audience of leading USA executive search professionals that it was essential to be connected to the Emerging Markets as that is where the multinationals are expanding their operations – for manufacturing to lower costs and in retail to tap the Emerging Middle Classes. If you are not connected into these markets then you are not meeting their clients talent needs at the very time they need them the most.

“With recession on your own doorstep in the US” Walker said, now is the time to be investing in markets in the emerging nations. IESF took the view some years ago that opening offices with trusted partners in India, Russia, China, Chile, Brazil, The Caribbean, Eastern Europe for example, would enable us to serve our global clients better by being there, not just by email, or video conference, but by living, breathing and understanding what makes business happen. All our global partners are local.”

“We are not alone in this view and it is interesting to note that the top 5 global largest search firms quoted by Search Consult are all Federations of Independent Search Houses, and all are strong in emerging markets. Compare this with the traditional big names of search that no longer provide real global coverage. Being the largest firm on the block isn’t however, the raison d’être. Being the best in providing global reach and local knowledge, is!”

“In the Emerging Markets that have become the challenging environment of today’s global management, whilst there are laws to abide by, there are complex cultural issues to be aware of, new codes of etiquette, barriers, no safe houses or comfort zones to hide in. In my view being really street smart outside your own comfort zone is the way to win

such that

You’re only as good as you are global  
You’re only as global as you are local  
You’re only as local as you are native  
You’re only as native as you are an insider  
You’re only an insider by being there!”

Note for Editors

IESF partners are located in 44 countries and ninety cities around the world

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## Global Reach - Local Knowledge

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