



INM chief to address MBA Association

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IRELAND'S global competitiveness will be debated by international business leaders and policy makers at the upcoming annual conference of the MBA Association of Ireland.

The event will be held in University College Dublin later this month.

It will address the issues that Ireland faces to remain competitive as a business location, despite the significant challenges posed by emerging economies. Among the speakers at the event, entitled 'Excellence in International Markets: How firms in Ireland can succeed', will be Sir Anthony O'Reilly of Independent News & Media and Stéphane Garelli, director of the IMD's World Competitiveness Centre.

Advantage

Ireland is ranked as the 11th most competitive economy in the world.

However, emerging economies such as China, India and Russia are eroding the economic advantage

of western countries such as Ireland. "How we respond now to the challenges will determine our competitiveness and our economic performance over the next decade," said Denis McCarthy, chief executive of the MBA Association.

The host of the conference, the MBA Association of Ireland, has approximately 2000 members.

It represents the interests of Ireland's MBA community, most of which hold middle and senior management positions within Irish businesses.



Sir Anthony O'Reilly is chief executive officer of Independent News & Media