

## Why Emerging Markets?

As the United States adopts a more protectionist stance, other regions are deepening cross-border connections to preserve the benefits of global interdependence. Regionalization allows businesses to optimize consumer markets, supply chains, and labor globally, enhancing growth and profitability.

Emerging and Frontier economies today represent the majority of the world's population, GDP, and growth potential. Rapidly expanding middle classes, younger demographics, and improved access to financial services and digital platforms further strengthen their opportunities. The vertical integration of technology acts as a key accelerator, creating growth potential across sectors like finance, healthcare, retail, manufacturing, and logistics.



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