

# ILS

Information Systems,  
Logistics and  
Supply Chain



## THEMATIC SESSION: TS06

**Title:** Issues and challenges of supplying emergent markets

**Conference associated Topic:** Collaboration and Sharing Practices in the Supply Chain

**Organizers:** Sabine LIMBOURG (HEC Liège, Belgium) & Fouad RIANE (Ecole Centrale Casablanca, Morocco)

**Contact:** [fouad.riane@centrale-casablanca.ma](mailto:fouad.riane@centrale-casablanca.ma)

**Abstract:** Number of companies are looking for expanding their operations in emerging markets where they expect huge part of their future growth. But if the opportunities in such economies are gigantic, the challenges are significant and so are the obstacles to reaching millions of nanostores that compose the main distribution channel. There are significant variations among logistics practices in emerging market countries that push companies to be innovative to ensure stayed relevant to the current needs of their customers. Almost the distribution networks used to reach final consumers are dense and diverse. Most of them consists of a huge number of retailers, which are small family-operated shops. Processes regarding demand generation, order processing, distribution, payment collection are still to be reviewed and optimized, given the nature and special characteristics of these High Frequency Stores. The only way that companies can prosper in these markets is to cut costs relentlessly and to reinvent their supply chain models. Best practices in supply chain can no longer be relevant in such contexts. Companies may experience the need of adopting multiple supply chains, each tailored to the needs of specific regions and supported by locally developed capabilities and talent.

The objective of this thematic session is to highlight both research issues and challenges related to supplying emergent markets. Contributions that addresses the logistics complexities of serving millions of nanostores are welcomed. It may help understanding this critical channel for companies selling into these large and fast growing market.

**Keywords:** *Distribution Network, High Frequency Stores, Emergent markets*

