



## THE LUND LECTURE – May 6 2024

### *Where in the World Is the Market?*

MACRO CONCEPTS	MARKET CONCEPTS	BREAKOUT GROUPS
40 min	40 min	25 min
Market photos & stories: Latin America	Market photos & stories: Africa	Mexico
Time / income relationship (logarithmic curve)	Work minutes	United States
2024 GDP global performance (histogram)	Price ladders	Viet Nam
Macro outlook 2024-2029	Elasticity (income & price)	<i>Each country team receives 3 slides on macro and market conditions.</i>
Purchasing power parity (PPP)	Estimating demand with differential equations	<i>Their task: to roughly forecast demand for the next 5 years.</i>
Global Income Level Standard (ILS) definition	Golder-Tellis model	
Socioeconomic levels examples (Latam)	Forecasting methods	
Cities v countries: income	Market visits protocol	
Cities v countries: growth	Market photos & stories: Asia	
Congo example: Every country can be analyzed		