

Brand New Cities: Consumer Markets of the Future

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Abstracts

New city building runs parallel with the current urbanisation trend - but also with the increasing role developing markets are playing in the global economy. It is estimated that 400-500 newly built cities are in the pipeline over the next 30 years - all predominantly in developing markets. They are providing a platform to raise economic growth by opening new consumer markets and attracting investment; however, challenges persists - among them, their susceptibility to becoming ghost towns.

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Opportunities of planned cities

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