

## Foreword

There was a time, and not too long ago, when consumers in the developed, Western economies associated anything “Made in Japan” with inferior quality and poor value for money. In the 1950s and 1960s, there was no prospect of a country like Japan developing its economic base to such an extent that it could challenge the growing hegemony of the US multinationals. Well, Japan has done this very thing and so too have some of the other Asian tiger economies such as Singapore, South Korea and Malaysia. Indeed, the rate of expansion in some of these economies turned out to be too fast for their own good and hence the recent Asian Crisis.

The important issue being addressed here by Leo Paul Dana concerns the sources of economic development in the first decades of the new millennium. His central thesis, one that is difficult to dispute, is that future development will occur fastest in countries that are in a position to harness three key resources: energy, both mineral and solar; skilled and educated labour available at relatively low cost; and sustained access to knowledge technologies. Rising energy and labour costs in the years ahead will steadily militate against sustained rapid growth in its traditional locations such as North America and the Far East. Dr. Dana makes a powerful case for considering the economies of the Eastern Mediterranean as the locus of the next round of development.

His selection of these countries and his respectful treatment, of each of them, displays the care and professionalism that he has brought to his studies of international entrepreneurship and development. A focus on these countries is indeed rare in the mainstream Western literature. Try looking up Lebanon or Syria in the index of any current international business text! If they are mentioned at all it is likely to be about the difficulty of operating in their distinctive cultures. But their case is made here.

Along the Eastern Mediterranean, one finds energy resources, along with an abundant supply of skilled and affordable labour. An emerging middle class is boosting consumer demand, and the most recent focus is on technological innovation, contributing to the ongoing knowledge revolution. The flow of foreign direct investment into this region in recent years bears testimony to the potential of the area.

Leo Paul Dana is an academic entrepreneur who brings great energy and insight to his work. In this important new book he familiarises us with a region of the world that looks set to play an increasingly prominent part in all of our futures.

Robert T. Hamilton  
*Faculty Dean*  
*Professor of Management*  
*University of Canterbury, New Zealand*