Baillie Gifford™

Emerging Markets: the next engines of growth

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From lithium mining to a do-it-all super-app, emerging markets companies are capitalising on transformational trends.

Leo Kelion (LK): 400 years ago, cloves were worth more than their weight in gold. The rich used the aromatic buds to season meat, freshen breath and numb pain. And the Dutch East India Company brutally monopolised the trade. It torched clove trees found outside its plantations in what's now Indonesia and had their owners executed. Then came a bittersweet twist. The spice's extravagant value attracted a smuggler who made off with the seeds.

And before long the Omani Sultan came to dominate the industry with clove farms established in Zanzibar. The lesson: trade restrictions can have unexpected consequences, and wealth creation can flourish beyond western control.

Welcome to *Short Briefings on Long Term Thinking*. I'm Leo Kelion and in this episode I'm joined by Andrew Keiller, Baillie Gifford partner and investment specialist in our Emerging Markets Team.

We'll explore why some of today's greatest long-term growth opportunities exist outside advanced economies and how you can benefit. But first, a reminder, as with all investments, your capital is at risk and your income is not guaranteed.

Andrew, welcome to the show.

Andrew Keiller (AK): Thanks, Leo.

LK: Andrew, it's your first time on this podcast. So can you introduce yourself by sharing how you came to focus on emerging markets?

AK: Sure. I've been with Baillie Gifford for almost 14 years now and spent all but three years of my career working with emerging markets. The way I came to work on this asset class was, I would say, a combination of luck and then pursuing an interest. I was relatively early into my career working in an accounting team when the head of our Asian business, he tapped me on the shoulder basically and said he was looking for someone to help with a project researching how Asian investors are using overseas investment funds to invest in equities. And he hinted that that project might involve a trip to Asia. I'd basically said yes before he finished his sentence. And from there, I started working with Asian clients, and that got me very interested in how Asia works, what the cultural norms are, about how Asian growth models are so different from what I'd known up until that point. And so I plotted my way from there into our Emerging Markets Client Team, and now my day job is focused on managing relationships with emerging market equity clients across the world.

LK: And where was that first trip to?

AK: So that first trip was to Hong Kong. But my time at the firm has seen me go to India, China, Hong Kong, Thailand. So, I've been very lucky in that regard. And all of that's helped to shape a view on how Asia works.

LK: So I started this podcast with a history lesson, but the genesis of it is actually a paper that you wrote, "Emerging Markets in 2050". And that looked out 25 years into the future. That's a longer time span than we usually discuss. So what prompted you to write it?

AK: I was reading about how the shape of the global population might look in the long run. And there was one statistic in particular that was very striking. There are 195 countries in the world and, by 2050, some forecasts say that a third of the global population will live in just two of those countries, and that's China and India. And when I read that, it got me thinking about what the implications of that might be. What will the cultural norms become when we have such a dominant portion of the global population in Asia? What will it mean for the products we use, for the platforms that we use? What will it mean for the shape of global trade? What will it mean for the shape of power in the world? There's lots of directions you can go in in thinking about this, and the purpose of writing it down in a paper was to organise that thinking, but more importantly, to understand and explain why I think it's very relevant for our clients today.

I would hazard a guess that in the next 25 years, emerging market companies and countries will be at the very top of innovation. They'll be at the top of global brand ranks. And we've already seen very strong signs of this in recent years. Just look at how quickly Korean pop culture has moved from being niche to being mainstream. Look at how quickly TikTok has exploded from China across the rest of the world. And these are two examples of many. I suspect we'll be talking about many more in years to come.

LK: And before we dive into the detail of your paper, it's probably worth acknowledging that you started work on it before the beginning of Donald Trump's second presidency. Having observed his actions and the responses of other countries and all the market commentary, do you buy into the narrative that the age of US exceptionalism is now over?

AK: It's a pointed question. I think some of the market commentary has been pretty flippant on this, to be honest. So we've seen phrases like US exceptionalism is dead. I certainly wouldn't subscribe to that. I think the US is exceptional. We've got exceptional people, exceptional companies. The US is responsible for a disproportionate amount of the software that we use in everyday life. It's responsible for the world's global dominant currency, at least since World War I. I think the idea of a multipolar world is less about US decline and more about the rest of the world rising up. And we should at least entertain the idea that there will be multiple spheres of economic influence in the world going forward from Latin America, from Asia, perhaps even from Africa in the future.

Like it or not, we in the west are becoming less significant, not more significant. And you can think about that as quite a negative thing if you're sitting in the west, or you can think about it as something that provides opportunities. And for me, this means that global growth will have more gears. It means there are more potential partners, more potential customers. It means there is more competition for the developed world, which feels like a recipe for innovation and a very good thing for global growth.

And we're seeing impacts of that already. If you look at what German industrial firms are doing in India, for example, we're seeing the small and midsize German engineering firm get a new lease of life because of the rise of India's manufacturing sector. They have high demand for high-precision technology for factory automation, and German companies are able to fulfil that. That's just one example, but if you think about that multiple times over the implications could be very significant.

LK: Let's explore some of the themes that you write about in the paper. And one of the things you say is that back in the year 2000, only a quarter of exports from emerging markets went to other emerging markets, with the rest going to places like the US, Japan, western Europe, and other advanced economies. Today, that's very different, and the figure's closer to one half. In other words, if this trend continues, emerging markets are going to be each other's biggest customer rather than the west. So what's the implication of that shift?

AK: The first would be that emerging market countries are less tied to the business cycle of the west than they have been before. In other words, when the US sneezes, they don't all catch a cold. That makes for more resilient growth. It makes for growth that's rooted in their own momentum, or at least the momentum of their neighbours. That's quite a different growth model from what we've seen before.

A good example here would be Brazilian soybeans, where the majority of exports used to go to the US and Europe, and now about 70 per cent go to China. It's Chinese companies that are building hundreds of miles of railroad across Brazil's agricultural heartlands just now.

The second implication would be that companies are designing for new contexts. So when you design for the west, you design for a different set of preferences than you do if you design for your emerging markets neighbour. You're more likely to build a network, a platform, a consumer product that's suited to your neighbour rather than suited to the west, that's more influenced by local infrastructures and local cultures.

LK: Is there a product that's been redesigned that you could point to?

AK: Yes. So, if you look at Chinese motorcycle firms and what they're doing in Southeast Asia, it's an interesting example. Particularly in the electric motorbike area, they're not just exporting the same types of e-scooters that you get in Shanghai to Vietnam, to the Philippines. They're redesigning the product because the conditions are different. You've got shorter commutes, you've got brutally congested traffic, you've got tropical climates. So they've had to simplify the designs to make the components simpler, so that maintenance is easier, to make the batteries able to withstand those tropical climates. They've even gone as far as redesigning the way that these are paid for, for a cash-based economy rather than one that's not cash-based.

Back to your question on the implications of this shift, one of the other ones might be currency. If emerging market countries are trading with each other, then there's an argument to say that they're less likely to need the US dollar than they have done before. To be honest, I'm slightly hesitant to raise this because the idea of a weak dollar is a popular trade right now. But I don't think this is about the current US administration. This is about a much deeper structural trend in the way that these countries are trading with each other. And there's a good chance that more and more trade between emerging markets means less and less reliance on the US dollar.

LK: I know there's been a lot written about this, and people talk about the fact that if you got de-dollarisation, for instance, interest rate hikes and cuts in the US wouldn't have so much of an impact on other countries. But bearing in mind your paper is about a long time span.

AK: Yes

LK: What are some of the lesser discussed second- and third-order effects that might come as a consequence?

AK: I like the way you phrased that question. This is absolutely not about the dollar disappearing. It's about the end of exclusivity. The dollar has been the oxygen of global trade for decades. It's what we've needed to transact, to save, to borrow. That might be starting to change. A couple of years ago, there was an oil deal between India and the UAE. They settled a one-million-barrel shipment in rupees. That meant no US dollars, no New York clearinghouse, no SWIFT network.

LK: That's the interbank network, isn't it?

AK: Yes, that's right. And in the context of global trade, that wasn't particularly significant. But symbolically, it probably meant much more. It was two large blocks saying that we don't need the middleman anymore. We can do this ourselves. And more and more examples of that are likely to be very significant in terms of the dollar's influence in the world. It may mean that we see new regional blocks emerging where different currencies are used. Do we end up with a pan-Asian currency? Do we end up with an African digital currency? I don't know, but we need to be open-minded to big changes here in terms of the way that transactions are done and what currency they're being done in.

LK: One of the other factors that you talk about is the world is going to become more reliant on the raw materials and other goods that emerging markets dominate in. Can you tell me specifically what you're thinking about there?

AK: The basic point here is that emerging markets are home to many of the raw materials that the world really needs. I'm talking here about not just rare earth metals that are in the news right now, but the likes of cobalt, copper, lithium, nickel. In each of those cases, emerging market countries control at least half of the overall supply. And these are the raw materials that the world needs if we're to get anywhere near our green targets. And so we're going to need to see a lot more of this refined for use. There's a big opportunity for emerging market economies here. They're likely to be a supplier, not just of choice, but a supplier of necessity for many of these western countries.

LK: And then there's other factors at play too. You write about the greater access to the internet, the rising middle classes that's happening in many emerging market nations. How do they all play into the mix?

AK: One of the most surprising facts that I came across when I was writing this paper was that still around one third of the global population isn't online. I thought the number would be less than that. That's like saying there's two-and-a-half billion people in the world who are yet to have streamed an online video, who are yet to have opened a mobile bank account, who are yet to have taken an online course.

Now, I believe that will change as infrastructure improves in emerging markets. And the real benefit for emerging market countries is that they needn't be hamstrung by legacy infrastructure or legacy behaviour. If you're in Bangladesh and you have a $30 smartphone and a 3G connection, then suddenly you can get access to education, to healthcare, to shopping services that you just haven't had access to before. And your starting point is consuming these in a different way from the starting point that you and I started in consuming those types of services.

Not being constrained by legacy behaviour and being able to leapfrog into a new way of doing things carries a lot of potential. A good example would be in Latin America, where we're seeing a rise in digital-first banking. Companies that are designing banking services that are purely mobile based. So you lend, you borrow, you buy insurance products, you buy cryptocurrency all online. And your customer base is a group of people, many of whom have never been in a bank branch before and probably never will be. And that type of opportunity is far more prevalent in emerging markets than it is elsewhere just now.

LK: And presumably they don't have a whole lot of the legacy costs of some of the older banks.

AK: That's right. It's much cheaper to do. So you build a platform rather than a branch network. You need fewer people. You need less physical infrastructure.

LK: When Baillie Gifford invests, it's typically to hold a stock for five to 10 years from the point of purchase. On that time span, bearing in mind all the things that we've been talking about up till now, what types of companies then do you think the Emerging Markets Team can invest in that can deliver strong growth for our clients?

AK: We can boil this down, I would say, into four different categories. The first would be emerging market companies that are providing the critical inputs that the world really needs. We talked about raw materials a bit before. I would also add high-end semiconductors into that. These are key ingredients for the modern world, and in many cases, there are not many alternatives elsewhere. So that would be the first category.

The second would be digital-first companies, so the likes of the Latin American banking example that we just discussed. The third would be countries that are in emerging markets trading with other emerging markets. They're less reliant on the west for their growth. And there are potentially many benefits of that, one of which is that they are further away from some of the big geopolitical divides that are dominating the world right now.

And then the final one would be companies that have just such big domestic pools of customers at home that they don't need to cross a border to do business. China is the obvious example here, but you're seeing this in places like India, Brazil, Indonesia. If you can serve hundreds of millions of customers and do it very well, then you needn't ever cross a border.

LK: So, Andrew, we've got lots to discuss there, and I'd like to do so by grounding this in some of the companies that are in your portfolios. Let's start with the critical input producers. In past episodes, we've talked about Indonesia's nickel sector and Reliance Industries with petrochemicals in India. Can you point to another commodities producer that's got a great growth opportunity ahead of it?

AK: Yeah, let's take lithium. This is the white gold for electric vehicle batteries. There's a company that operates in Chile called SQM that has piqued our interest. Its main operations are in the Atacama Desert. This is the driest place on earth, and it's very hard to get the lithium out of the underground brine in the way that they do.

What they do is they pump water to the surface. The water comes up in large pools, and they let those pools evaporate. They end up being very colourful because of the chemical reactions that take place, and they leave the minerals behind that are then refined for use. That's a long, complex process. It can take up to 18 months to do. It relies on sun. It relies on water in an area where water scarcity is a real issue. You have environmental concerns to deal with. You often have regulatory change to deal with. You have difficulties in the local community to deal with. So it's not a simple process and it proves, I think, that mining for new lithium isn't just like flicking a switch.

Now, believe it or not, despite that complexity, that's one of the lowest-cost places to do this on earth. Because when you start talking about doing it through rock, particularly when it's deep underground, it can become even harder.

LK: And I know that lithium's demand comes from things like electric vehicles and energy storage systems. But at the moment, there's actually an oversupply of lithium, and that's pushed prices down. What gives you the confidence that that's going to change over the next few years to SQM's advantage?

AK: Ye2, it's really a classic commodity cycle here in that we have seen a lot of the lower-hanging fruit, if I can use that phrase, being mined and that has pushed prices down. It's pushed prices down to a point that about a third of the industry is unprofitable and I expect that number to go up before it comes back down. So the industry will continue to retrench and then we'll get to a point where prices need to rise to incentivise them to start mining again. And when that happens, it's the lowest-cost producers that will benefit first. And that's where SQM comes in.

LK: And then the higher-end critical input producers, you mentioned semiconductors earlier, and I know one of your team's biggest holdings is TSMC [Taiwan Semiconductor Manufacturing Company], the chip manufacturer. But is there another company that you can point to in your portfolios?

AK: Yes, SK Hynix is another one. This is a Korean memory chip designer. They have a particular edge in what's called high bandwidth memory. I certainly won't drag us down a technical rabbit hole here, not least because I'll get out of my depth very quickly. But think of this as a service that very large semiconductor companies really need.

So NVIDIA relies on SK Hynix for high bandwidth memory. If you think about NVIDIA as the company that provides the brain for the AI system, the way that they train that brain effectively is to give it enough data quickly and make sure that it's flowing properly. And that's where high bandwidth memory comes in. It allows NVIDIA and others to train their chips harder, faster, smarter.

One way of thinking about this is imagine if you're drinking a milkshake and you're drinking it through a thin straw. It's very frustrating. It doesn't work very well. But if you have a wide fast-food-style straw, then it flows much better. So high bandwidth memory is like the fast-food-style straw here. It's absolutely vital to the AI supply chain.

LK: And this is training all the AI models for the chatbots that we're using at the moment. But I presume there's also a big opportunity in robotics and other uses of AI going forward.

AK: That's right. The mental leap you've got to make to try and understand what's going on in the background to make AI work takes you straight to yourself and the way that you use AI models. And I'm sure we're all experimenting at the moment with how we can use these in both personal and work circumstances. The real opportunity might not actually be in the consumer application, it might be in the industrial application, as you said, so robotics and the way that factories work, et cetera.

LK: And then one of the other themes was digital-first companies. These are companies using the internet to reach underserved communities often. There's quite a few of these in your portfolios. Which one would you want to point to?

AK: The obvious place to go would be China here and to the lower-tier cities, but I'll resist that temptation and instead pick a company called Kaspi. So this is a company that's based in Kazakhstan, and the chances are if you live in Kazakhstan, you use their super app every day. You use it to buy groceries, you use it to pay your parking charges. Some people use it to pay school fees, to pay taxes. Some of the outlets there, whether it's restaurants or shops, don't accept card or cash anymore. They're only accepting Kaspi QR payments. There are 19 million people, roughly, in Kazakhstan, about 13 million people use Kaspi, and that's near total penetration across the adult population. And they built something that has really captured the attention of the consumer. It's changed the way that people behave, the way that people consume, the way that companies set themselves up. And I think it's a fantastic example of innovation coming from a lesser-known market.

LK: If everybody's using it already in the country, what's the growth case?

AK: So the growth case is deeper penetration still, but also expansion into other areas. So their stated ambition is that they have a total addressable market of 100 million people, and they want to move into neighbouring countries, the likes of Uzbekistan being an obvious example for them. They're also trying to grow into Turkey as well, so they've taken a very large stake in a Turkish ecommerce company. And having spoken to the management team and visited the country last year. We really are strongly behind what they're trying to do.

LK: You say visited the country. What exactly is it that your colleagues would do when they'd go? Is it just meeting with management or does it go beyond that?

AK: It tries to go beyond that. And in this case, we've met with the management, but we've also met with other people slightly further down the chain at the company. In fact, sometimes that's where you get the best insights, but also speaking to people who use this app on a daily basis, both as a customer and as a merchant, to really understand how it works and sticky it is.

LK: So Kaspi exemplifies two of the themes that you've discussed, the idea of serving underserved communities via the internet and an emerging markets company that's expanding into other emerging markets. For companies like that, do you think the critical factor is being in the right place at the right time?

AK: There's an element of that, definitely. But I think it's much more than just luck. In many cases, it's about the drive, the entrepreneurial vision of the person who started the company. A good example here would be a company called Sea Limited, which is in our portfolios. This started as a gaming business. It's founded by an individual called Forrest Li. He built a very successful game called *Free Fire* in Indonesia, which has since expanded much more widely. It's a battle-royale-style

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game that I guess has parallels with *Call of Duty* or *Fortnite*, but apparently with a less steep learning curve. What they've done from that success is to recycle the cash flows from their gaming business into an ecommerce effort.

They've built a brand called Shopee, which has expanded outside Indonesia into a number of ASEAN markets. It's now the number one in, I think, five or six different ASEAN markets. And from there, they've also built a very successful financial services arm to the business as well. I think the drive and the culture that the founder has created has a huge part to play in that, rather than them just being in the right place at the right time.

LK: And by ASEAN, that's the Association of Southeast Asian Nations, isn't it?

AK: Yes.

LK: And then the fourth type of company you described is where the domestic opportunity is so big that it doesn't have to go elsewhere to achieve long-term growth. You mentioned China earlier. Can we come back to that because we haven't talked about it much? Is there a company from there that you could give us as an example?

AK: Sure. I'm surprised we've got this far without talking about China. Luckin Coffee is a good example here. It's now the largest coffee company in China. It overtook Starbucks a couple of years ago, and they have come with a mobile-first selling model. They've come with a brand that has really struck with the domestic Chinese consumer and their love for domestically grown brands. And there's a huge opportunity ahead of them.

In China, there are about 10 times the number of tea shops than coffee shops, and that's gradually starting to change, and the gap's gradually starting to close. Some suggestions are that the average Chinese person drinks about two coffees per month. And clearly, when you compare that to the west, which is not always the right thing to do when you're looking at Chinese companies, by the way, but when you compare it to the west, we're well beyond that. I'm not ashamed to say I've had more than two today rather than in a month.

LK: And this is a company with huge appetite for invention, isn't it? I read somewhere that its special editions have included a fizzy apple Americano, and I think they made lattes with New Zealand butter at one point. I can't say that would convince me to give up my regular black Americano, but I guess that's not the point, is it? Is that sometimes novelty has its own appeal.

AK: Yeah, that's right. And I'm also a black Americano man. Yes, novelty does have its appeal. And I think they're going in knowing that some of this won't work. Some of it may well work. They've got an interesting tie-up with a company called Kweichow Moutai, which is another holding in the portfolio as a *baijiu* spirit maker. And I'm reliably told that, to the Chinese consumer, it struck a chord and it's doing quite well.

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LK: So Andrew, on the topic of China, I wonder if we can just briefly go a little bit more broad. The Emerging Markets Team has quite a number of Chinese stocks in its portfolios, from the battery maker CATL to PDD, the owner of Temu, to Alibaba and Tencent, and so on. If the trade clash between China and the US intensifies, might that change the way you look at some of these stocks?

AK: Yes, it's an important question and you're right to raise this. The starting point for us is that there are many more bad companies than good companies from an investment perspective. But because it's such a big opportunity set, that still leaves us with a lot to go for. In terms of the exposures in our emerging markets portfolio, the vast majority of the companies we're investing in are primarily domestic. And those that do have exports have, in many cases, been exempted from the most penal parts of the trade policy. I do think it's important to nod to the risks here. We aren't investing blindly in China. We're very alive to the fact that there are geopolitical risks. To be totally honest, if it weren't for those, we'd probably have much more in China because there are so many good opportunities.

In thinking about what China might look like in the future, I don't necessarily think that the tariffs and what's happening with the tensions between these two countries will have a massive impact on China's destiny. Exports to the US are not a huge part of China's growth or China's growth plans. And there are many great domestic opportunities that we can still go for. If anything, it might cause China to double down on its ambitions for self-sufficiency in key areas, which it's already doing. Things like electric vehicle batteries, where it's done a brilliant job. Solar panels would be another example. Semiconductors is an area where they're spending a lot of resource trying to become much more sufficient.

We saw DeepSeek come along earlier this year. This was their own AI model, which was built much more rapidly and at a much lower cost than we've seen in other parts of the world. I do think we're seeing an economy here that is stacked full of innovation, stacked full of entrepreneurs, stacked full of good opportunities. And some of the suggestions around China being uninvestable that have been made in the not-too-distant past, it feels like we're far beyond that now.

LK: OK, we've talked about a huge amount of topics. Can you bring some of this together? What takeaway would you like our audience to have from this conversation?

AK: I'm biased, of course, but I think there's a very big risk here of underexposure. Underexposure to some of these economies and companies that are likely to be very influential in decades to come. These are the economies that are driving change in the world more so than many of the developed market economies. And these are not speculative stories. In most cases, they're profitable, they're scaling, they're operating in markets where we've got decades of growth potential ahead. And at the moment, if you look at global portfolios, they're just massively underexposed here. And for me, that's very likely to change. And you want to be involved in this before that change really takes place.

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LK: And Andrew, before I let you go, I always at the end of these conversations like to ask my guests what book they're reading or have recently finished because I think it's fascinating to be able to get an insight into your wider influences. So what's new on your reading list?

AK: So aside from never being too far from a Bob Mortimer book, it's actually probably quite a boring answer, but I've been going through the reading list that our emerging market equity graduates get because it's been refreshed recently, and the one that I'm on right now is called *The Time-Travelling Economist* by Charlie Robertson. He is the chief economist at a company called Renaissance Capital, who are one of the research providers that we use. And the book talks about some of the preconditions for growth in emerging markets. And he says that if you have a country with reliable electricity and where you get literacy to a point it hits the mass population, then these are likely to serve you very well in your development path. And at that point, development becomes not just possible but probable. He's especially optimistic about African nations, which I know we've not talked a huge amount about today, but I think there's a huge opportunity there in future as those markets inevitably become more accessible.

LK: That's really interesting because the Emerging Markets Team doesn't normally invest in companies in African nations. Do you think that we're going to be doing more of that over the next 25 years then?

AK: I hope so. To be honest, the reasons we don't right now are largely practical ones in terms of access to the markets and also understanding of the companies and the fact there are governance challenges with many of them. But over the next quarter century I hope that, on both of those fronts, things improve and things change. Who knows, the next time I'm back on this podcast, it might be episode 300 and we might be talking about Baillie Gifford's Africa Equity Fund.

LK: Well, I hope we have you on before then. Andrew, thank you very much for coming on the show.

AK: Thanks, Leo.

LK: And I hope you enjoyed this emerging markets-themed conversation too. We've linked to Andrew's paper, "Emerging Markets in 2050: growth in a changing world" in the show notes, and there's also links to other recent podcast appearances by some of Andrew's colleagues, Will Sutcliffe and Ben Durrant, and a profile of SQM, the lithium miner we discussed earlier.

If you haven't already done so, please do subscribe to this show via Spotify or any podcast app. And you can also watch a video edition on YouTube. But for now, listeners, I look forward to briefing you again next time.

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SHOW NOTES

Emerging markets are reshaping the global economy, and a convergence of powerful, long-term trends is accelerating this shift. These include surging demand for commodities, exploding middle-class spending power and booming inter-regional trade.

Investment specialist Andrew Keiller reveals some of the standout growth companies positioned to capitalise on this transformation and why now might be the perfect time to take advantage.

Background:

Andrew Keiller is a partner in Baillie Gifford and an investment specialist in our Emerging Markets Clients Team.

In this episode, he discusses how some of the fastest-growing developing economies are driving change in the world and the forces that could further hasten that trend.

The discussion builds on his recent paper, *Emerging markets in 2050: growth in a changing world*, which identifies long-term structural shifts tilting the odds in favour of standout companies in Asia, Latin America and eastern Europe. In the podcast, he expands on this by identifying some of the companies that could be big winners, including:

- the lithium miner SQM (Sociedad Química y Minera de Chile), which is set to benefit from a mismatch in supply and demand for the critical ingredient to electric car batteries and other energy storage systems
- the South Korean high bandwidth memory chipmaker, SK Hynix, whose products are critical to training artificial intelligence systems at speed
- the 'super-app' operator Kaspi.kz, which provides everything from bill payments, banking and travel bookings to shopping, maps and messaging
- the Singaporean ecommerce, fintech and gaming conglomerate Sea, whose chief executive has ambitions to extend into further sectors
- China's biggest coffee chain, Luckin Coffee, which is giving the country's 1.4 billion citizens a passion for the beverage with its ever-changing menu of inventive recipes

In addition, Keiller discusses the implications of President Trump's tariffs and why many Chinese companies still offer an exciting investment opportunity.

Resources:

Emerging markets in 2050: growth in a changing world
Emerging markets: our philosophy
Emerging markets: rethinking the opportunity
Finding high-calibre growth companies in emerging markets (podcast)
Luckin Coffee: looking forward

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Kaspi's super-app
South-east Asia's rising export stars (podcast)
SQM: powering the future
The Time-Travelling Economist by Charlie Robertson

Companies mentioned include:
Kaspi.kz
Luckin Coffee
Sea
SK Hynix
SQM

Timecodes:

00:00 Introduction
01:35 Baillie Gifford beginnings and a trip to Hong Kong
03:15 Transformational trends playing out to 2050 and beyond
05:05 US exceptionalism and multiple spheres of influence
07:25 Rising trade between emerging market nations
08:35 Redesigning Chinese e-scooters for Vietnam and the Philippines
10:15 The possibility of reduced reliance on the US dollar
11:40 Increasing demand for raw materials and semiconductors
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Calton Square, 1 Greenside Row, Edinburgh EH1 3AN
Telephone +44 (0)131 275 2000 / bailliegifford.com

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Telephone +44 (0)131 275 2000 / bailliegifford.com

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Calton Square, 1 Greenside Row, Edinburgh EH1 3AN
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