



## **THE CONSTRUCTION USERS ROUNDTABLE**

"THE OWNERS VOICE TO THE CONSTRUCTION INDUSTRY"

**FOR IMMEDIATE RELEASE**

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### **CURT Presents Strategic Use of Capital in Today's New Markets**

#### ***Panel Shares Perspectives in Developing Strategies for Emerging Markets***

CINCINNATI, OH, November 18, 2009 – The Construction Users Roundtable (CURT) presented a panel yesterday, "Strategic Use of Capital in Today's New Markets," at its National Construction Owners Conference being held November 16-18, 2009 at The Buena Vista Palace Hotel in Orlando, FL.

CURT is an association of leading corporations and government organizations in the U.S. and Canada dedicated to the promotion of cost effective construction methods. Collectively, the members of CURT spend more than \$160 billion annually on construction services.

The panel, moderated by Jim Porter, retired, of Dupont, discussed strategic considerations for business when construction takes place in emerging markets. The panelists included Charlie Librizzi of PSEG Power, LLC, Allen Ware, and Greg Warren of Johnson and Johnson.

All the panelists stressed that when their company enters a new market, with it comes its core values of safety, high ethical standards, respect for people, and risk management. Charlie Librizzi stated, "Safety is the number one value for our company. Integrity cannot be compromised. Our core values go into every decision that we make."

Executing safety regulations on-site in emerging markets was a particular concern that was brought up during the panel. Due to differences in cultural norms, U.S. companies are finding significant challenges in enforcing safety regulations. "You must establish safety standards at the outset, otherwise you can have a very serious and critical situation on your hands."

Working in emerging markets can also present ethical dilemmas for US companies. "In emerging markets there are many opportunities to make decisions that challenge our ethics," commented Greg Warren. "We must have the same values in every market."

Moderator Jim Porter also addressed the issues of risk assessment and the potential of intellectual property loss in emerging markets by asking what steps the panelists were taking to reduce this risk. Allen Ware commented, "The key for us is early planning. We take a lot of time to plan, develop relationships and learn about the culture in which we are doing business." This assists us in addressing any issues that may come up during the project.



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## **About Curt**

Formed in 2000 by construction and engineering executives representing major corporations from across the United States, CURT's primary goal is to enact broad, effective owner representation and increased owner leadership on construction industry issues. Continuing the 30-year effort of the Construction Committee of the Business Roundtable, CURT provides a national forum for the exchange of information, views, practices and policies of construction users from an array of industries. CURT strives to produce meaningful changes within the construction industry-promoting overall cost effectiveness; improving the way construction is planned, managed, justified and executed. Additionally, CURT works toward changing and improving what owners allow, require and accept responsibility for on their domestic and global construction projects. For additional information see [www.curt.org](http://www.curt.org).

