

China

Malaysia

Viet Nam

**Want to go to Asia?**

Let us do the leg work  
for you

May 2014

**A'Ohlin Commercial Insights**

**Country & Industry Research, Business Etiquette**

# Our next field trip

We do the leg work  
for you

China  
Malaysia  
Viet Nam

May 2014

REGISTER  
Interest  
by email

For you, we will:

- Visit organisation(s) of your choice
- Establish relationships
- Build on relationships
- Gather in-country intelligence
- Deliver a full report



Benefits for you:

- Cost effective
- More bang for you buck
  - Managing Director level meetings and relationships
- Access to real in-country intelligence

Register your interest by email:

[annasearle@aohlininsights.com](mailto:annasearle@aohlininsights.com)

# **A'Ohlin Commercial Insights Can Help You**

**A'Ohlin Commercial Insights**

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**Get to Know Who You'll be Dealing With**



**A'Ohlin Commercial Insights**

**1-on-1 meetings, Competitive research**

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Tony Abbott, Australian Prime Minister

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**You should also know who these people are**

Brunei Sultan Hassanal Bolkiah, left, and other leaders of the Association of Southeast Asian Nations

22nd ASEAN Summit in Bandar Seri Begawan, Brunei, Thursday, April 25, 2013

AP PHOTO/VINCENT THIAN

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## With so many opportunities in Asia, where do you start...

**Country overview**

Element	Malaysia	Philippines	Vietnam
Macro environment	Most favourable • GCI • Ease of Doing Business index • Inflation • GDP per capita	4.2 Least favourable • Corrupt enforcement days	2.5 Least favourable • GCI • Inflation • GDP • GDP per capita
XY Industry Policies & Support	* common	* common	* common
XYZ Industry Stats & Growth	* Second smallest number providers • 50% private providers support 48% of demand * Private growing faster than public • Low growth (4.1% p.a.)	* Second largest number providers • Nearly 90% private support 80% of demand	* Smallest number of providers • Publicly dominated
Infrastructure			
Market Synopsis	* common	* common	* common

**Whilst Australia's total GDP in USD is greater than the four target Asian countries, Indonesia has the strongest of the four Asian countries**

**GDP, 2008 - 2012**

source: World Development Indicators, October 2013, the World Bank

**Global demand for XYZ is forecast to grow enormously**  
With Asia representing **70%** of total global demand

2000

1.8 million

➔

2025

7.2 million

= Asian demand  
 = 0.5 million XYZ users

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# Our country and industry analyses and insights are custom designed to help you make these strategic decisions

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