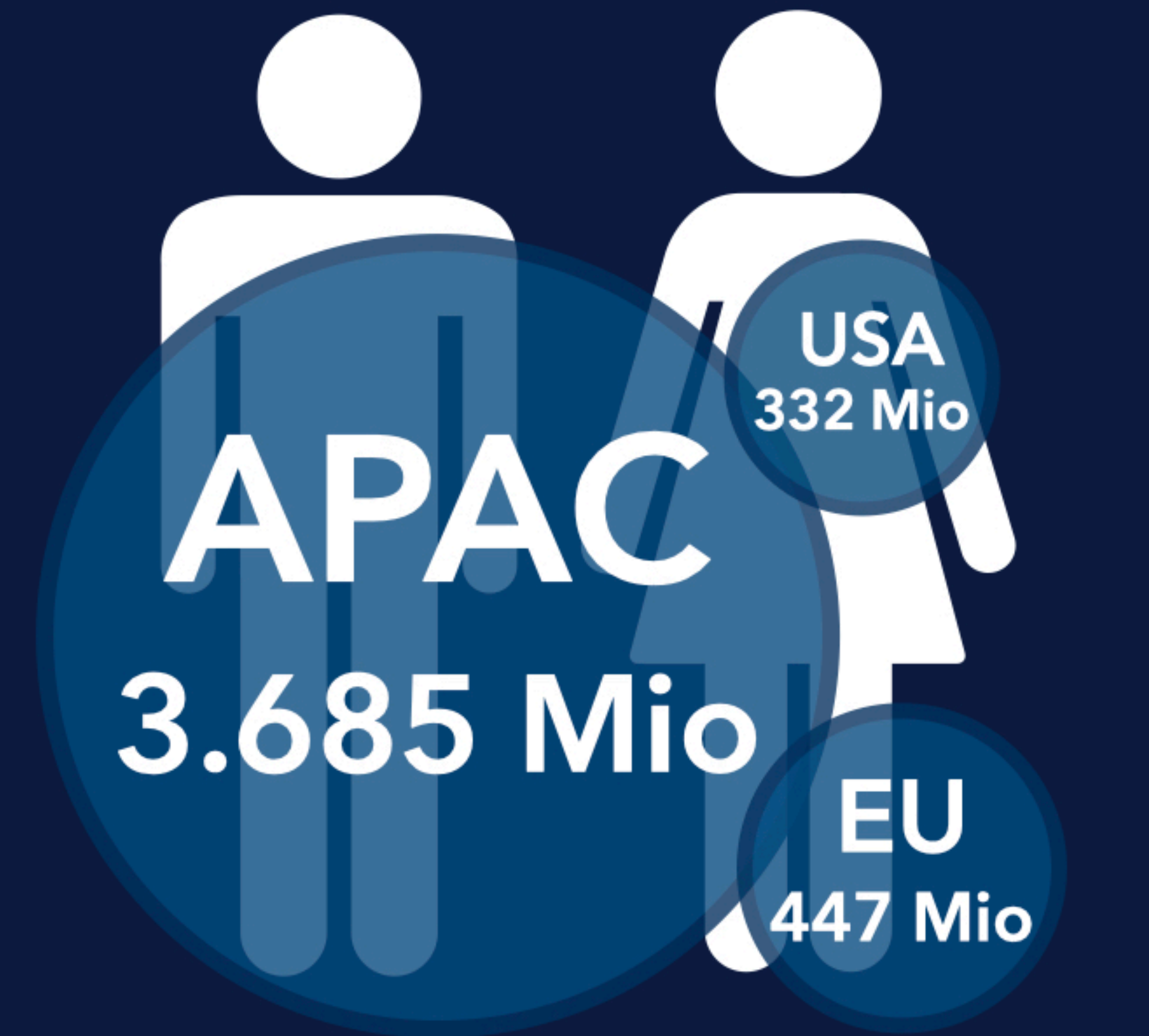




Why it is **High Time** to Start Taking the
APAC (Asia-Pacific)-Region as a **Lucrative Sales Market**
for Your **High-Quality** Products and Services Seriously...

Population

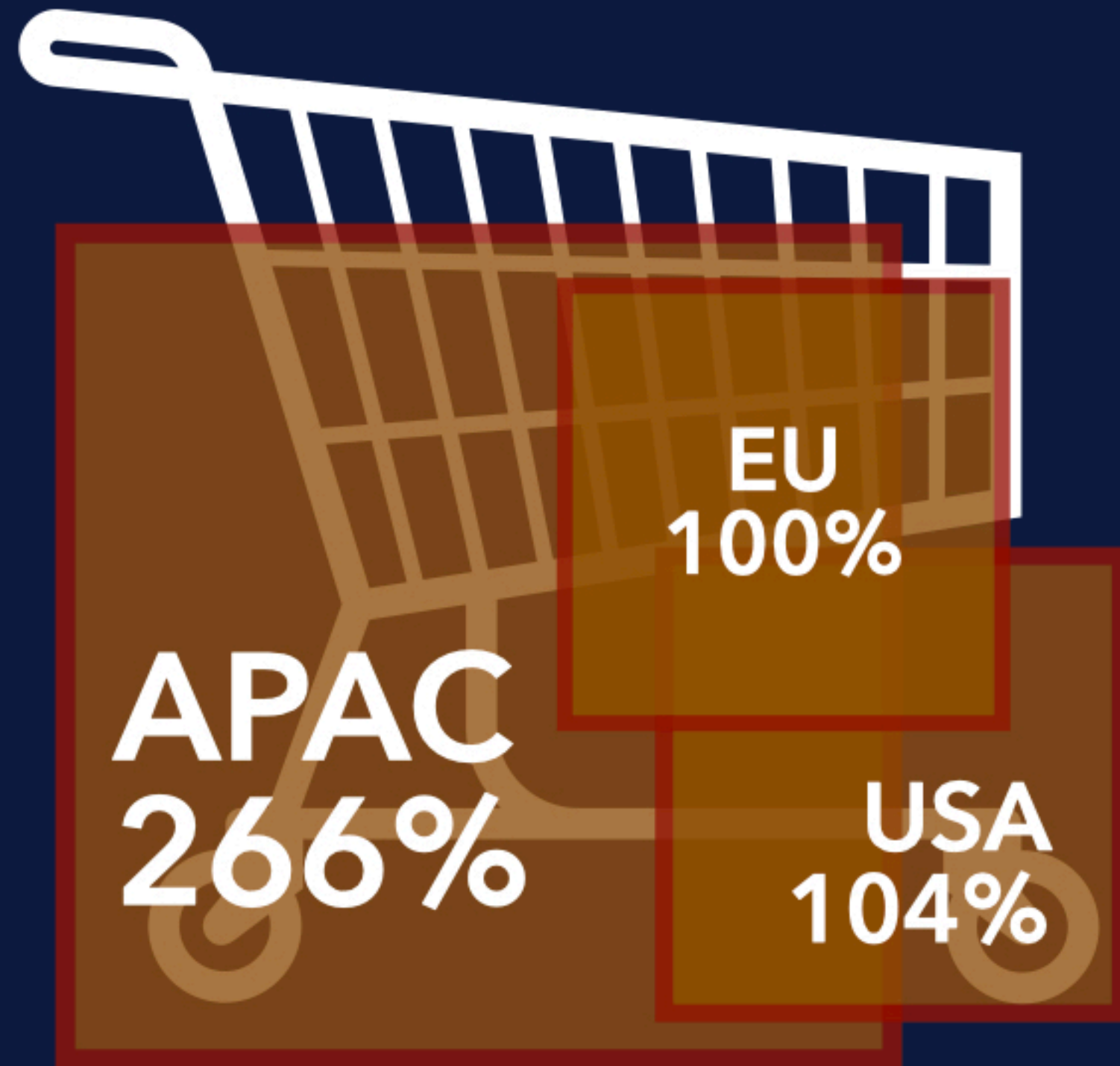


The **Asia-Pacific Region** has a population **more than 10x** larger than the **US** and **more than 8x** larger than the **EU**.

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Total Purchasing Power (PPP) based on EU

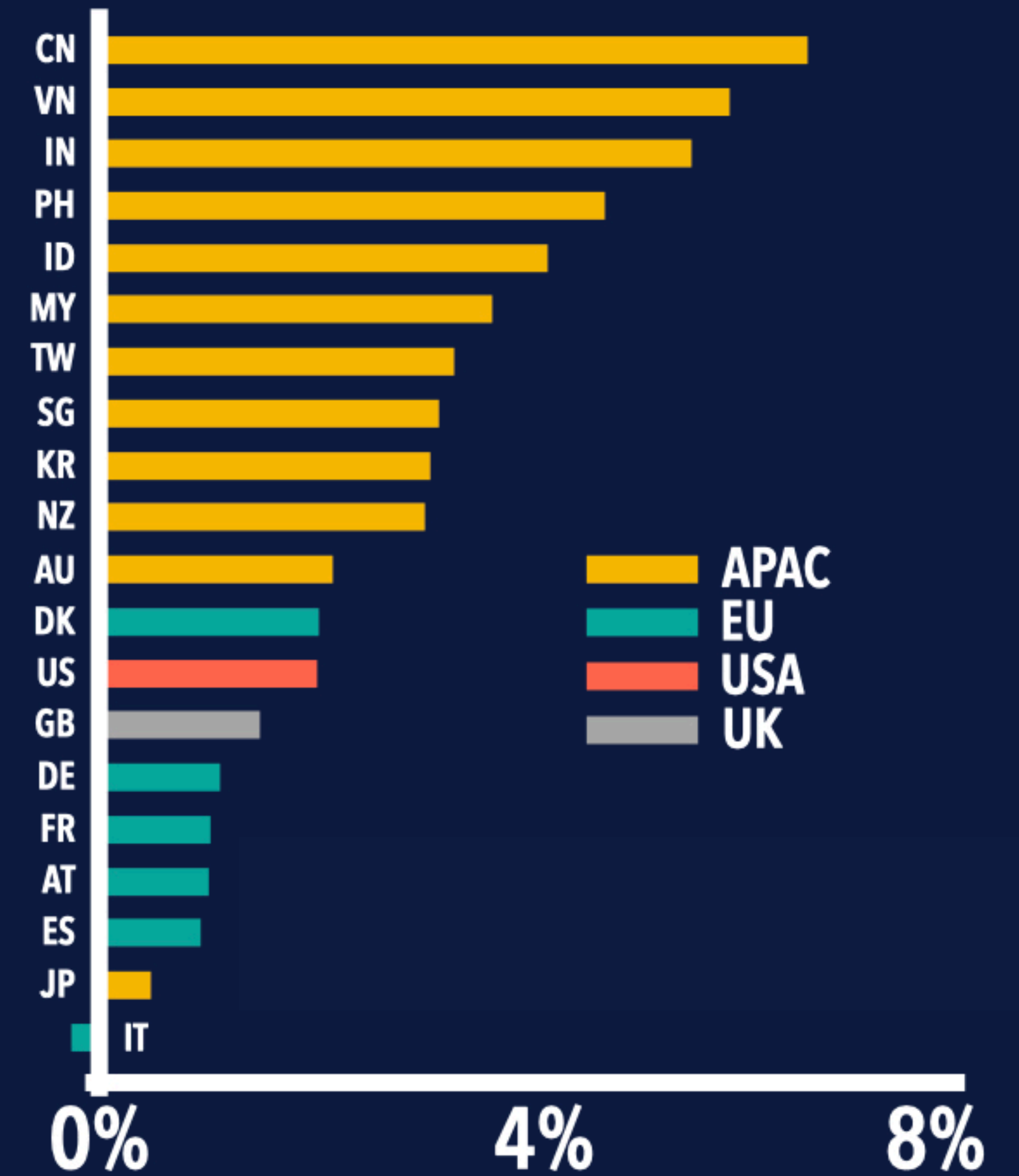
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Although the average **purchase power per capita** in the APAC region is, due to to high population in emerging countries, still considerably lower than that of industrial nations, the **strength combined is a remarkable force.**

Average Economic Growth (last 9 years)

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Also in the **long term** it needs to be expected that the countries in the **Asia-Pacific region** will show **much stronger economic growth** than the large industrial nations in the west.

Taking Advantage of **Great Opportunities**

- ➔ Continuously **high economic growth**
- ➔ Rapidly **growing purchasing power**
- ➔ Massive **increase in demand**
- ➔ Hunger for **intelligent functionality** and **modern designs**
- ➔ In many areas **still unsaturated markets**

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Taking Advantage of **Great Opportunities**

- ➔ Still big **gaps in supply**
- ➔ **Competition** in many areas still weak and locally underdeveloped
- ➔ Often **poor customer service**
- ➔ The **brand "Europe"** scores with high quality, precision, punctuality, and reliability!



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Numerous **Free Trade Agreements** Provide Additional Markets Boosts



- ➔ APEC
- ➔ ASEAN
- ➔ CPTTP
- ➔ RCEP
- ➔ AANZFTA
- ➔ EUSFTA, EVFTA
- ➔ USSFTA, USJTA
- ➔ ...

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But keep in mind the **Challenges!**

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- ➔ Different legal systems
- ➔ Bureaucracy, language confusion, cultural barriers
- ➔ Lower educational standards
- ➔ Patchy supply chains
- ➔ Inefficient workflows (both internally and with external partners)
- ➔ Need for experienced expat personnel due to tighter management requirements
- ➔ Need for ability of quick reactions due to occasionally rapid market changes

But keep in mind the **Challenges!**

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- ➔ Different viewpoints on...
 - product and service quality
 - work completion
 - responsibilities
 - customer service
 - punctuality
- ➔ Different demands on design and functionality due to different values
- ➔ The need for highly localized sales activities
- ➔ The need to "internationalize" existing business processes

The **APAC train** is already running...

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... at a **Remarkable Speed!!!**

 **China**

Population: 1.411M
GDP: \$18,321B/a
Purchase Power (PPP) / Cap \$21,291/a

Political System: communist
one party system

Corruption Index: 45/100
Trade Agreements: APEC, RCEP

 **Vietnam**

Population: 104M
GDP: \$409B/a
Purchase Power (PPP) / Cap \$12,881/a

Political System: communist
one party system

Corruption Index: 39/100
Trade Agreements: APEC, RCEP,
ASEAN, CPTTP, EVFTA

 **Thailand**

Population: 70M
GDP: \$535B/a
Purchase Power (PPP) / Cap \$21,114/a

Political System: constitutional
monarchy

Corruption Index: 35/100
Trade Agreements: APEC, RCEP,
ASEAN

 **The Philippines**

Population: 111M
GDP: \$403B/a
Purchase Power (PPP) / Cap \$9,061/a

Political System: presidential
republic

Corruption Index: 33/100
Trade Agreements: APEC, ASEAN,
EFTA-Philippines

 **Malaysia**

Population: 34M
GDP: \$439B/a
Purchase Power (PPP) / Cap \$32,901/a

Political System: constitutional
monarchy

Corruption Index: 48/100
Trade Agreements: APEC, ASEAN

 **Indonesia**

Population: 276M
GDP: \$1.289B/a
Purchase Power (PPP) / Cap \$14,638/a

Political System: presidential
republic

Corruption Index: 38/100
Trade Agreements: APEC, ASEAN

 **India**

Population: 1.367M
GDP: \$3,469B/a
Purchase Power (PPP) / Cap \$8,293/a

Political System: parliamentary
republic

Corruption Index: 40/100
Trade Agreements:

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 **South Korea**

Population: 52M
GDP: \$1,804B/a
Purchase Power (PPP) / Cap \$53,051/a

Political System: presidential republic
Corruption Index: 62/100
Trade Agreements: APEC

 **Taiwan**

Population: 24M
GDP: \$829B/a
Purchase Power (PPP) / Cap \$69,500/a

Political System: semi-presidential republic
Corruption Index: 68/100
Trade Agreements: APEC

 **Japan**

Population: 124M
GDP: \$4,301B/a
Purchase Power (PPP) / Cap \$48,813/a

Political System: constitutional monarchy
Corruption Index: 73/100
Trade Agreements: APEC, USJTA, CPTTP

 **Singapore**

Population: 124M
GDP: \$4,301B/a
Purchase Power (PPP) / Cap \$48,813/a

Political System: parliamentary republic
Corruption Index: 85/100
Trade Agreements: APEC, ASEAN, DEPA, USSFTA, EUSFTA, CSFTA, JSEPA

 **Australia**

Population: 26M
GDP: \$1,725B/a
Purchase Power (PPP) / Cap \$62,192/a

Political System: parliamentary republic
Corruption Index: 73/100
Trade Agreements: APEC, RCEP, AANZFTA, CPTTP, PACER

 **New Zealand**

Population: 5.1M
GDP: \$242B/a
Purchase Power (PPP) / Cap \$50,851/a

Political System: parliamentary republic
Corruption Index: 88/100
Trade Agreements: APEC, RCEP, AANZFTA, CPTTP, PACER, DEPA

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You have intentions to **enter the Asia-Pacific region** as a new market for your products and services?

You **already tried** but the results were disappointing?

You are not ready yet but see the time coming and you would like to be **properly prepared?**

Then we should definitely meet at one of my next **LIVE Online Basecamps**
"Sales Development in Asia-Pacific!"

- ➔ What to look out for when selling in the APAC region?
- ➔ How are things over there? Are you already "too late"?
- ➔ Is really everything cheap in Asia? (What is, and what isn't- and what's really expensive?)
- ➔ What are the cultural challenges, particularly when it comes to sales?
- ➔ How do the individual Asian markets differ from each other?
- ➔ Where is the best place to start?
- ➔ ... with many "back-stage" field reports from **26 years!**

Learn more at <https://thomaszagler.com>



Consulting

Together we examine the APAC markets for your needs, analyze the **possibilities, risks** and **costs**, and develop the **best market entry strategy**.

Together we ensure that your ambitious plans are **quickly, efficiently** and **sustainably realized**.

Together we **analyze your current situation**, highlight expansion and optimization or turnaround scenarios and **quickly implement measures** according to the set goals.

Coaching

In **regular sessions**, I guide and support you in **analyzing** the APAC markets for your needs, creating an accurate basis for **your decisions**, and developing the **best market entry strategy**.

In **regular sessions**, I guide and support you and your team in the **quick and efficient implementation** of your plans and thus help you to successfully place your products in **the new markets**.

In **regular sessions**, I guide and support you and your team in your local expansion and optimization projects or turnarounds.

Management On Demand

I **actively lead** your new APAC projects to success and ensure that each building block fits seamlessly into your **global corporate concept** and - after a given time - also continues to **grow independently**.

I **lead** your expansion, optimization or turnaround projects where leadership and management experience is essential but perhaps **not immediately available**, or only needed on a **temporary basis**.

You already offer your products in the region, but **results could be better?**
You are thinking about taking it to **the next level?**

Let's talk about **YOUR**
Revenues in Asia

Connect, text or call me directly via the
platform of your choice
(Click respective link below)



Email



LinkedIn



WhatsApp



WWW

A: +43 660 9399110

VN: +84 98 1412220

Thomas Zagler Consulting and Business Services
Klederinger Strasse 15, A-2320 Schwechat / Austria
14th Floor, HM Town Building, 412 Nguyen Thi Minh
Khai, P5, Q3, Ho Chi Minh City / Vietnam

Your Expert
for Strategic and Sustainable
Sales Development in Asia-Pacific
- for more than 26 years

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