

# ASEAN in the shadow of China and India



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We develop and optimize  
your business in Asia  
Pacific – since 1997



**Asia is still regarded by many as third world region**

APAC is a diversified continent with huge differences in history, culture, religion, languages and social structures. The political and economic systems have hybrid forms and are interlinked



A nighttime aerial view of the Petronas Twin Towers in Kuala Lumpur, Malaysia. The towers are illuminated with warm yellow lights, and their spires are lit up. The surrounding city is also lit up, with various buildings and streets visible. In the foreground, there is a large green park area with a fountain and some water features. A red text box is overlaid on the right side of the image, containing white text.

**ASEAN consist of 600 Mio  
people and has chances  
basically in each and every  
business segment**



**ASEAN 50**

★ ★ ★ ★ ★ **2017** ★ ★ ★ ★ ★



**“Pretend  
inferiority and  
encourage  
arrogance”**

**General Sun Tzu**



The young and ambitious young generation of Asia will continue to drive economic growth in the next decades to come



# Megatrends drive the economies – Urbanisation, Digitalisation, Demographic, Medicine, rising Middle Class



**Globalisation**

**Territorial conflicts**

**Demokratik movements**

**China's new protectionism**

**Cyber security**

**Technology Transfer**

**Human Capital**



**“For the Western companies there is a Tsunami coming which many do not see yet – ask yourself the question if you want to ride the wave or if you want to wait at the beach”**

# Thank you for your attention

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