



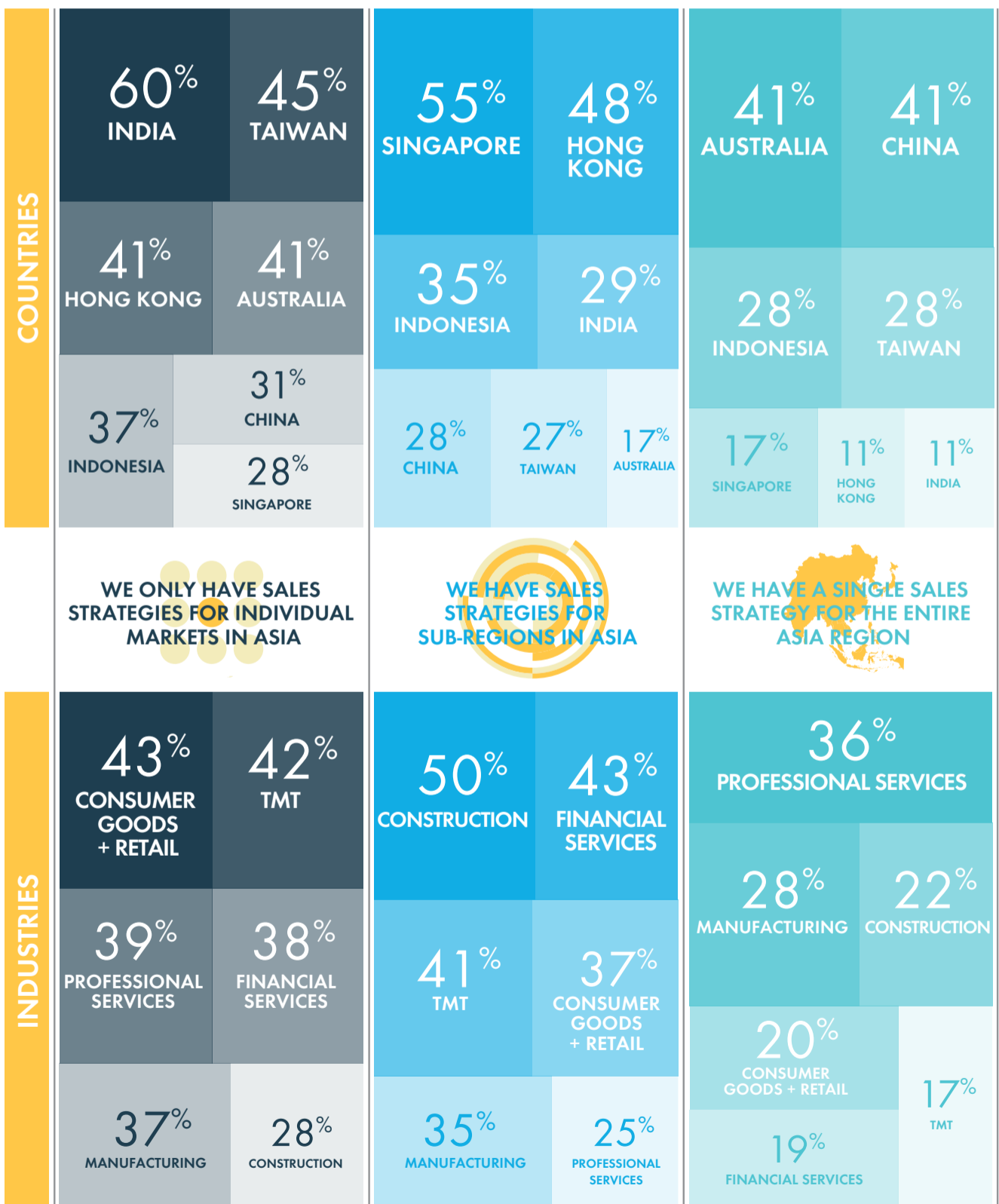
Growth strategies

In March 2015, the Economist Intelligence Unit surveyed 525 corporate leaders in Asia on their business plans in the region. The results suggest that while Asia's size and diversity of markets are sources of opportunities, they also make it challenging to maintain a consistent sales approach across the region and raise unique risks of doing business.

ASIA: REGION, SUB-REGIONS OR SET OF COUNTRIES?

Business development strategies in Asia

Companies in Australia and China are more likely to take a regional approach to Asia compared with other countries in Asia. More than a third of businesses in the professional services industry have a regional strategy.



TMT refers to telecommunications, media and technology.



Growth strategies

DRIVERS AND BARRIERS

What are the most important drivers producing cross-border business and barriers preventing it?

Among the issues that help drive international business for companies in Asia, cyclical factors are the most important. Regulations and free-trade agreements are also key. Meanwhile, Asia's diverse consumer preferences and different levels of development are challenges.

DRIVERS

BARRIERS

