



## Business Development in ASEAN-Countries

### New Opportunities Through RCEP

The Regional Comprehensive Economic Partnership (RCEP) economic agreement adopted in November 2020 creates a host of new development opportunities for European companies. In addition to the 10 states of the Southeast Asian community of nations, its dialogue partners include China, Japan, South Korea, Australia and New Zealand. China is becoming the main economic player in the region in a highly dynamic economic environment. Many European companies are therefore now focusing on the ASEAN region in addition to China. Great potential lies in the penetration and development of Asian markets in innovative areas such as automation through artificial intelligence, electromobility or the new materials.



Challenges can include obtaining reliable and strategically relevant information on markets and competitors, complying with changing laws and regulations, and analyzing industry clusters and locations. The identification and verification of suppliers and sales partners also poses a variety of problems.

### OUR SERVICES

#### Clarification of Legal Framework Conditions:

- Determination of legal framework conditions for the business activities of foreign companies
- Assessment of local content requirements
- Identification of non-tariff trade barriers such as technical standards
- Risk assessment of individual countries

#### Market and Competitive Analysis:

- Acquisition and analysis of data on relevant market segments, products and services
- Survey of Asian experts on market demand and use of products and services
- Analysis of strategies, products, sales channels, prices and communication of competitors

#### Site Analysis and Evaluation:

- Analysis of regional industrial clusters in China and Southeast Asia
- Definition of relevant cluster factors such as costs or human capital and determination of factor characteristics
- Comparative analysis of local locations for R&D, manufacturing and logistics

#### Identification and Evaluation of Suppliers and Distributors:

- Identification and background checks of Asian suppliers, companies with relevant distribution networks and Southeast Asian sales partners
- Establishment of contacts and preliminary negotiations
- Advice on contract drafting from local Asian lawyers\*

### FAST FACTS

#### Core Region Asia

*The RCEP agreement is the largest free trade agreement in the world and will come into force in 2022. The member countries account for 25% of international trade in goods and services.*

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