



Doing Business in South East Asia

by professor Alexey Maslov

Today South-East Asia (ASEAN) is one of the most developing region of the world. With its rising costs, China is no longer the go to destination for many businesses, in the past several years, a growing number of businesses have relocated their operations from China to Indonesia, Malaysia, Vietnam in an attempt to escape rising costs and an increasingly complex regulatory environment. businesses in SA Asia. This region became very attractive for sourcing and investments, Indonesia, Malaysia, and the Philippines are surging ahead of their regional neighbors, with FDI increases of 17, 19 and 20.4 percent, respectively

The course covers three main topics: general economic situation, entrepreneurship and main trends of the development of SA States to 2020; practical patterns of doing business, investments and sourcing in SE Asia; business culture and etiquette in SE Asia. In particular we will discuss and compare business models in Indonesia, Malaysia, Vietnam, the Philippines, Myanmar, Singapore.

The course will concentrates on the general economic situation in SA Asia, geographical and logistical advantages, possibilities for foreign or join entrepreneurship, the investments to SE Asia , export & import industries, trade positions of ASEAN countries in Asia, political and economic risks, domestic restrictions for foreign companies. We will discuss several practical questions: how to establish a trading or manufacturing company, import and export licensing procedures and duties, choosing the right location and the right sourcing model, e-commerce, real estate market, etc. We will focus on different models of companies in SE Asia, including limited liability company, trading company, service company, etc.

In the part of business culture we will discuss formal and informal protocol, negotiations, dresses, gifts, establishing of friendly relations, national business and everyday customs, festivals and way of life for foreigners and expats in SE Asia