

Global Expansion Guide to Asia

Why Expanding into Asia
Presents a Strategic Advantage

THOUGHT LEADERSHIP

**GLOBAL
EXPANSION**



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01

A CLOSER LOOK AT THE ASIAN MARKET

Despite recent global challenges, Asia's future looks promising.

[International analysts predict continued strong growth](#)

momentum and a favorable outlook, offering attractive opportunities for selective equity investors today and in the future.

The International Monetary Fund supports this view, forecasting Asia's growth rate at 4.2% in 2024, outpacing the global growth forecast of 2.9% in 2024.

Industry experts have pinpointed India, Japan, and Vietnam as standout markets with considerable investment potential. These countries are poised for growth in various sectors, such as manufacturing and research and development.

Vietnam, Singapore, and Malaysia are emerging as key manufacturing hubs outside of China, diversifying supply chains and opening up growth prospects.

Additionally, there's optimism for a tech recovery globally, which is anticipated to bolster Chinese exports and facilitate a modest rebound in the world's second-largest economy.

What Does This Mean for Your Business?

The Asian market's vast consumer base, rapid economic growth, diverse markets, and business-friendly environments make it an attractive destination for companies looking to expand internationally.

Understanding the nuances of each market within Asia is crucial for successful business expansion in this dynamic region.



02

THE POTENTIAL FOR GROWTH

Asia's economic growth is undeniable, spanning across countries like Singapore, Japan, and Indonesia, and extending continent-wide. This sustained momentum isn't accidental; it reflects deliberate efforts by these nations, even amidst global challenges.

The rapid and consistent growth in Asia, the swiftest since the 1960s, demands international attention. For businesses eyeing expansion, tapping into this thriving region presents unparalleled opportunities. Unlike rebuilding sluggish economies, seizing the moment in Asia means capitalizing on a dynamic landscape primed for success.

It's about striking while the iron is hot and harnessing Asia's growth trajectory to fuel business advancement.



Asia's Vast Consumer Base

Asia's vast population presents a lucrative opportunity for businesses. With millions of connected consumers spanning various interests, the market is already established and diverse.

Targeting 263 million customers in Indonesia is more profitable than 1.2 million in Estonia. The math is clear: a larger customer base means greater potential for success. Expanding companies can tap into Asia's expansive markets to reach broader audiences and drive growth.

A Booming Startup Scene

In Asia, startups and emerging businesses are making waves. Unlike the traditional approach of starting small and expanding later, Asia is emerging as a hotspot for innovation.

Take [Singapore's Startup SG program](#), for instance. It offers entrepreneurs access to loans, grants, and funding to kickstart their ideas. With a 7-point program, it's a comprehensive support system for international entrepreneurs looking to explore the global marketplace.

China's ByteDance:
The parent company of TikTok, has reportedly earned over US\$110 billion in sales for 2023.



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THE CHALLENGES OF EXPANSION

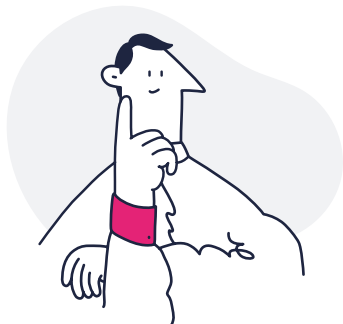
In the upcoming section, we'll highlight the potential challenges that could surface during expansion into the Asian market.

Funding Is Key

Expanding into Asia can be challenging due to varying support for startups across different countries. While Singapore offers robust programs, other Asian nations prioritize domestic businesses.

Despite these obstacles, preparation is key. Establishing a new market entails expenses like incorporation, hiring, and setting up facilities, which can be daunting when dealing with different economies and currencies.

While not insurmountable, these factors necessitate careful planning and consideration before expanding into Asia.



Regulations Are Different in Asia

While some businesses may view this as an advantage, others see it as a challenge. For instance, the issue of intermediary liability, where companies can be held responsible for illegal actions by third parties on their platforms.

Additionally, laws on foreign ownership vary across Asian countries, such as Thailand's requirement for 51% local ownership. Myanmar, however, lacks direct foreign ownership rules, but its complex clearance processes may deter businesses.

It's essential to conduct thorough research and understand regulations before expanding. Having a local ally like a Global Employer of Record can help overcome these complexities effectively.

04

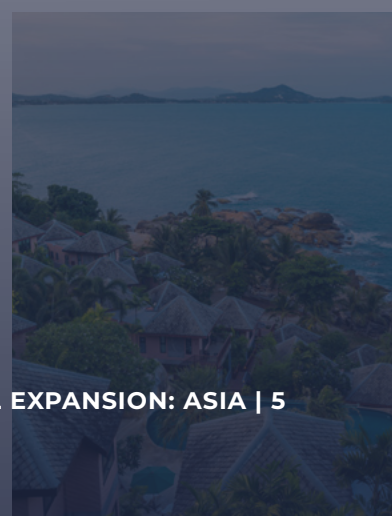
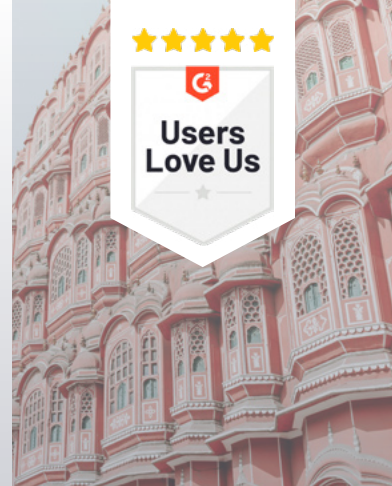
OVERCOME THESE CHALLENGES WITH A GLOBAL EOR

Expanding into Asia presents unique challenges, including managing complex employment laws, cultural differences, and administrative hurdles.

An [Employer of Record \(EOR\)](#) can provide invaluable support to companies venturing into these markets. By acting as the official employer for local hires, an EOR handles payroll, benefits, taxes, and compliance with local regulations, freeing up businesses to focus on their core operations.

A Global EOR also offers expertise in local employment practices, reducing the risk of legal and cultural missteps. With their established infrastructure and network, EORs streamline the expansion process, enabling companies to enter Asian markets quickly and efficiently while minimizing risks and maximizing compliance.

[Talk to our expert team](#) about how we can grow your Asian team faster, smarter, and more efficiently.





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