



**USPAACC**

# Doing Business in **ASIA**

By Susan Au Allen  
National President & CEO

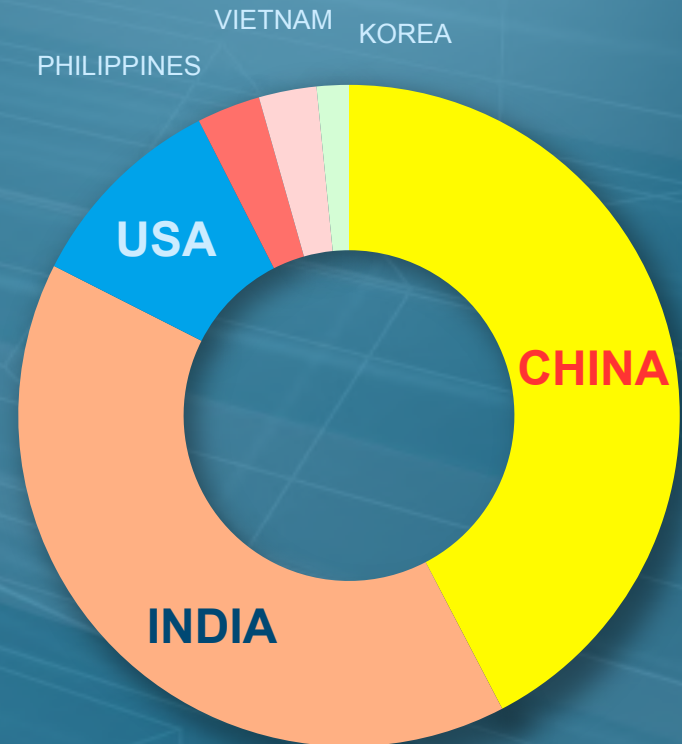
US Pan Asian American Chamber of Commerce  
Education Foundation

# About USPAACC

- Established in 1984 in Washington, DC
- Oldest and largest organization representing Asian Americans in business and the professions
- Gateway to
  - Corporate and government contracts
  - Asian American suppliers, and
  - Information about Asian Americans and the Asian & Indian Subcontinent markets
- Regional Chapters in California, Texas, New York, Georgia, Illinois, and the Maryland-Virginia-Washington, DC National Capital Region

# ASIA

- Asia = Largest and most populous continent
- 30% of world's land area (51 countries)
- 60% of the world's population (4.2 Billion)
- Population quadrupled in last century
- Chinese = 1.35 Billion (20% of world's population)
- Indian = 1.28 Billion (18% of world's population)
- Filipino + Vietnamese + Korean = 240 Million
- U.S. population = 320 Million / World = 7.2 Billion



*\*Sources: U.S. Census, World Bank, United Nations data (2015)*

# A Huge and Dynamic Marketplace

- GDP = US\$ 24 Trillion in Purchasing Power Parity (PPP)
- Per Capita growth = Average 8%
- Billionaires in China = 117
- Millionaires in Region = 3.37 Million
- Middle class on the rise
- Strong appetite for American products

*\*Sources: World Bank, International Monetary Fund (2010-2015)*

# The Global “*Guanxi*”

- *Guanxi* means “connections” or “relationship”
- Group > Individual
- Trust = Credibility
- Business etiquette reflects Asian culture
- Nuances: Hierarchy, Family Values, Respect, Collectivism and Harmony
- Concept of “face” (giving, saving and losing it)

# Growth Industries in Emerging Markets

- Information Technology - Design, Service and Management
- Mobile Technology (China and South Korea)
- Niche Productions - Computer Chip Design and High-End Manufacturing
- Aerospace (China and India)
- Robotics (Japan)
- High-Value Machinery and Components
- Life Sciences
- Education Services
- New Energy (Wind/Solar) and Alternative Fuels
- Modern Services - Financial, Import/Export Services, etc.

*\*Sources: Deloitte (2014), Monetary Authority of Singapore (2016), Asian Century Institute (2014), Bloomberg (2015)*

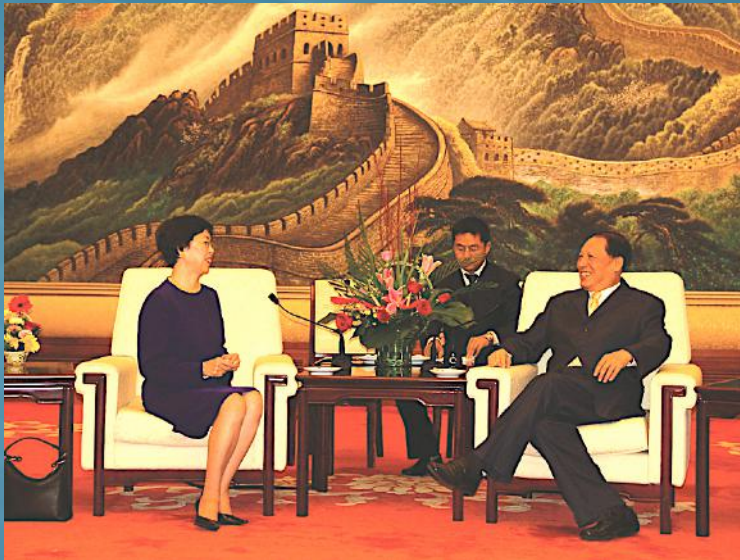
# USPAACC Asia Trade Missions

- Began in 2005 to extend friendship, establish & strengthen business connections, promote American products/services, and source potential suppliers
- China (Beijing, Chengdu, Chongqing, Dalian, Guangzhou, Nanjing, Qingdao, Shanghai, Tianjin and Xi'an)
- India (Hyderabad and New Delhi)
- Taiwan (Taipei)



# Asia Trade Mission 2016

- Shanghai, Shenzhen, and Hong Kong
- Furniture, Healthcare, and Technology Industries
- September 17 ~ 27, 2016



CREATING BUSINESS OPPORTUNITIES ACROSS CONTINENTS — ONE HANDSHAKE AT A TIME

## ASIA TRADE MISSION 2016



ENTER CHINA'S DYNAMIC & EMERGING MARKETS

**SHANGHAI • SHENZHEN • HONG KONG** SEPTEMBER 17 ~ 27

**FURNITURE • HEALTHCARE • TECHNOLOGY INDUSTRIES**

JOIN US-BASED COMPANIES & ORGANIZATIONS • FIND BUSINESS OPPORTUNITIES • CREATE & STRENGTHEN STRATEGIC PARTNERSHIPS





**USPAACC**

# Doing Business in **ASIA**

By Susan Au Allen  
National President & CEO

US Pan Asian American Chamber of Commerce  
Education Foundation