

# Marketing in Asia

## Export University 101





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Insight interAsia

[www.iaa.sg](http://www.iaa.sg)



- Founded in 2006
- Pan-Asia, full coverage of the continent
- Focus on small, high-tech clients
- Global HQ: Honolulu
- Asia HQ in Singapore 
- Representative offices:
  - Japan: Tokyo 
  - Korea: Suwon 
  - Taiwan: Hsinchu 
  - Regular contractors:
    - China, India, Malaysia, Thailand, Australia

# About the CEO

## Experience

- 25 years experience in Asia technical sales & marketing
- Previously based in: Seoul, Singapore, KL, Taipei, HK, Beijing, Tokyo
- Traveled in 70+ countries
- Technically proficient with emphasis on Semicon, MEMS, Nano, Sensors
- Broad private sector and government sales experience

## Education

- BS Engineering – Tulane University
- MBA Corporate Finance and MoT – University of New Mexico
- Currently enrolled in part-time PhD (Strategy)
- Language courses: Japanese, Korean, Mandarin, Bahasa, Spanish

## Miscellaneous

- Active in MANCEF (VP Asia/Pacific), roadmapping
- Chair two committees at AmCham Singapore
- Hawaii Pacific Export Council

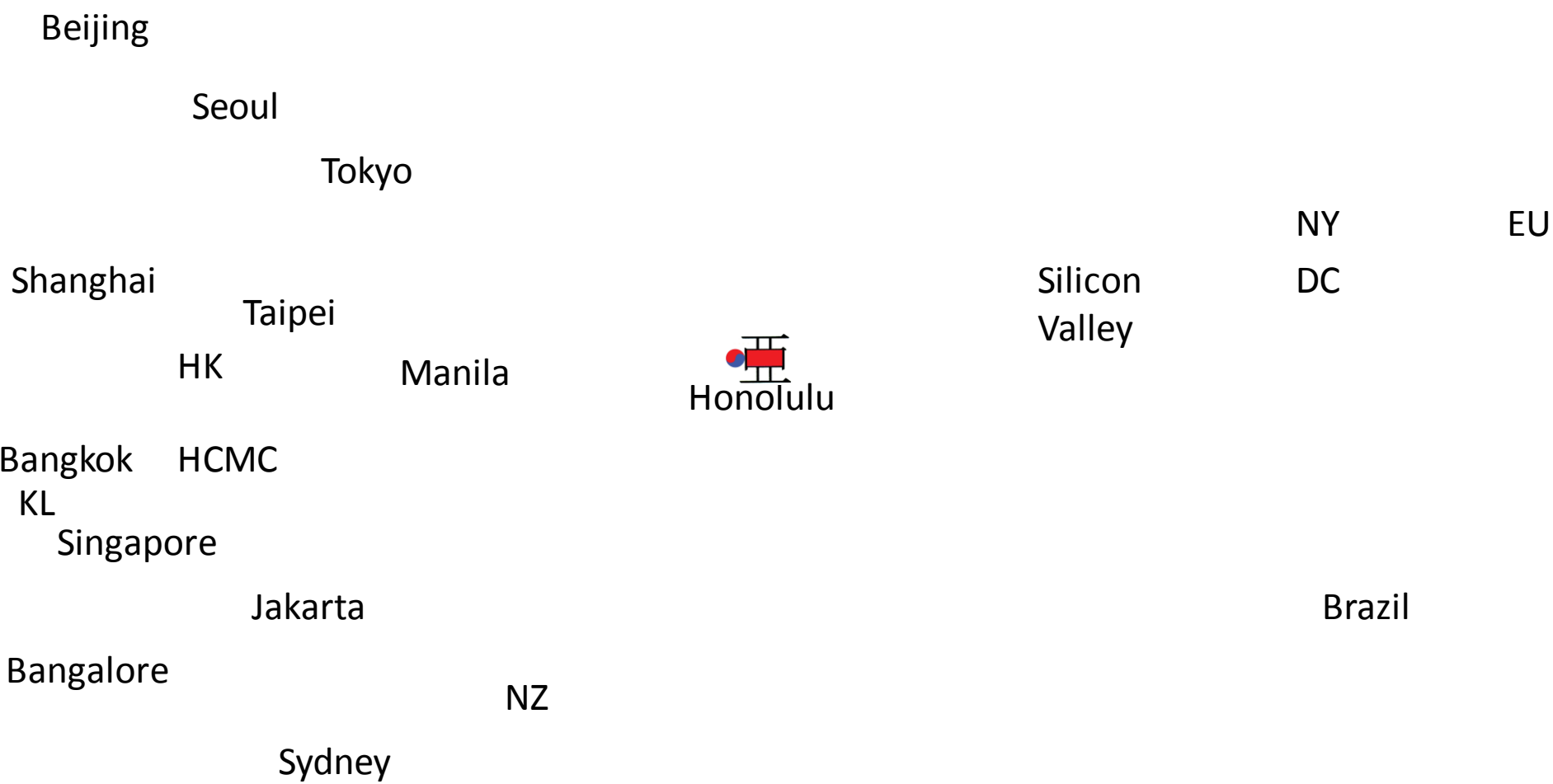


# Insight interAsia's Services

- Consultancy
  - Market penetration strategy throughout Asia
  - Sales/marketing in Asia
  - Asian operations audits
  - Manufacturing partner search
  - IP search
  - Due diligence
  - Funding from Asian sources
- Agency
  - Traditional sales agent



# IIA reach



# Marketing in Asia

(Asia is not one big market)

A company has two functions only: (1) it makes things and  
(2) it sells them. Not necessarily in that order.

– Peter Drucker



# Asia is lots of markets

- China
  - Hong Kong
  - Macau
- Japan
- Korea
- Taiwan
- Singapore
- Philippines
- Vietnam
- Malaysia
- Thailand
- Indonesia
- India
- Bangladesh
- Australia
- New Zealand
- Laos
- Cambodia
- Nepal
- Pakistan
- Etc.



# Pick **ONE** of these markets to start

- Depends on your product/service
- Options:
  - Go Direct (most control, most difficult) \$\$\$\$\$
  - Agent \$\$\$
  - Distributor \$\$
  - Reseller (least control, easiest) \$
  - Do nothing \$0





# Segment the market

- Find the niche market segment that your elevator pitch sings to.
- Learn as much as you can about that segment.
- Address all marketing messages to that market segment.



# Need information

- Market research is *extremely* important
  - But how do you know when you have enough information? You don't.
  - At some point you have to jump in and get wet.
  - There is no right answer or secret recipe.
    - Do the best you can but recognize there is never enough information to be 100% certain.



# Social media

- Website (multilingual)
  - Mobile is very important
  - Blog, news
  - Email newsletters, drive eyes to the website
- Facebook growing in Asia
  - Instagram
- Twitter is fairly ubiquitous
- Japan has very little English
- Korea has local platforms
- China is a different animal completely
- Easily set up a local telephone number



# Trade shows

- Surely, there is at least one per year that your most important customers attend.
- Multilingual literature
  - Even in Singapore, HK, Australia
- Notify customers ahead of time
- Set up some customer visits while in-country
- Check your competitors



# From Hawaii with Aloha...

- Knowing your products/services are from Hawaii has significant benefits in Asia
  - Use that advantage - make the most of it!
  - Japan, Korea, China, Australia, Philippines
- Watch the \$ on the F/X



# Pricing

- You have the modern benefit of PayPal and similar services
- You must watch the F/X rates
  - Use to your advantage
- Know if there are incoming tariffs for your products. That effects the total price.
- Cost of ownership
  - Cost of non-ownership?



# Price quotes, terms

- Try to do in the local language, if possible.
- Know the local terms that are normal
  - Net 30, etc.
- Letter of Credit maybe
- Staggered payments can be requested



# Shipping

- Know what it costs to ship to each market
- Know any inbound costs for the customers
- Need export license?
- Air (fast, expensive) or ocean?
- Shipping insurance
- Spare parts and warranty replacements





# After-sales service

- Does your product need maintenance?
  - Who is going to do it?
  - What training do they need?
  - Spare parts stocked locally?
  - Spare parts pricing



# Japan specific

- Hawaii is particularly attractive for many segments of the Japanese market.
- English is a major barrier...don't use it.
- Yen is cheap now, means your products are more expensive.
  - First time in my career this has happened.



# Timeline from today...

- Define your product in 25 words
- Determine your key market segment
- Figure out if you are using an agent
  - Sign one for a year
  - Put that contact info on the website
- Build a website page(s) in the local language
- Make a flyer on A4 paper
- Send some bilingual emails, post to social media
- Adjust and repeat over and over for 1 year



# Mahalo

## Contact us anytime:

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