

THE TIGERS ARE BACK! ARE YOU PREPARED?



Monitor - Invest - Sell.

Maybe, the term „tiger economies“ still rings a bell: Countries, ambitious and ready to jump up to the next level. In the 90's, you knew Singapore, Hong Kong or South Korea under that name. But times change - faster than ever.

Today, it's countries like Malaysia, Indonesia, the Philippines, Thailand and Singapore which do not only benefit from their proximity to China, but who already dominate the world market in certain business sectors.

That region in southeast Asia is leading the pace of growth with respectable speed and is - with over 600 million people - a considerable market.

Shape the change - with TRENDWATCHING: practical, specific, direct.

People who think ahead within large and medium sized enterprises and within their suppliers will get ready for this new mix of customers. Think cross-cultural: Treat these businesses as if they'd be your top customers. Remove those inhibition thresholds - with many of these clients, you will be more familiar than you'd expect. And: Try to choose your members of staff also as per their competence in terms of „Far East“. Make sure you undertake intensive market research, e.g. with very pragmatic trade fair observation or with TrendJourneys.

Try to eliminate fears: Also Malaysia or Indonesia can produce quality goods - and they will become more successful in making Europe a sales market. On the other hand, this means more costumers for your products. Don't see these agile and self-confident companies only in one way - as a threat. Make sure you adapt your marketing and sales strategies to these new dynamics. And: Sell transfer competence on their way into the European market.

Practice leadership for tomorrow!

This speech informs, activates and opens new horizons - for all decision makers and organisations who like to be a step ahead. The interactive presentation shows that these so called „threshold countries“ do live and offer western standards (or more). „Keen and eager people“ stand for knowledge, status and advancement.

In the first place however, this speech shows what possibilities and consequences this should (or at least could) have for your organisation.