

## ASIA PACIFIC REGION:

### REGIONAL ASSESSMENT

This region receives a significant amount of interest from Canadian companies. Markets range from Tier A to Tier C. On average, marketing costs are higher in this region than any other a Canadian company may approach, principally due to distance. The emergence of the Newly Industrialized Countries (NIC), and the population dynamics suggest that the region will be one of the main global economic centres in the near future. Tier B countries, especially, represent an enormous market, as the telecom infrastructure generally requires major development. China and India represent the two outstanding marketing anomalies in the Region. China, with its enormous requirements and limited foreign exchange, represents a definitive case study in the difference between market and market potential. India has requirements on the same order as China yet has, until recently, made it very difficult for foreign firms to enter the market.

- TIER A:**
- Hong Kong Active market, fast decision cycles, good hub for regional penetration.
  - Korea Very active market, notable penetration by Canadian firms.
  - Singapore Active market, much the same characteristics as Hong Kong. Good hub for ASEAN market. Striving to become the information hub for Asia.
  - Australia Interesting market, compatible for Canadian companies because similarity of language and economy. Recent changes resulting from deregulation and privatization of market have increased opportunities. Sydney is predominant contact point to identify partners and opportunities but Melbourne is headquarters to Telecom Australia, the major customer.
  - Japan Excellent market, but long decision cycles and necessity to establish a relationship make it suitable primarily for larger firms who can afford the marketing expense.
  - N. Zealand Cash market, completely open to Canadian companies. Small, with relatively few opportunities of sufficient size to justify marketing expense, unless Canadian firm is also doing business in Australia.