Emerging Markets in Asia
Asia emerging markets

- With the exception of Japan – all markets within Asia are considered emerging markets.

- Hong Kong and Singapore are considered to be safest bets.

- S. Korea and Taiwan both are considered more risky - but their market size offer greater opportunity.

- All eyes are on China and India
INDIA

Demographics

- One sixth of the world’s feet
- Largest Youth Market in the world – 190M
  60 million more to be added by 2010
- Lowest median age across nations: 24
Market Potential

- **Economics**
  - One of the fastest growing (7 %) economies in the world.
  - 14% consumers (140 million) account for 40% of consumption.
    - Their Purchasing power has doubled since 2000
    - 66 million Premium Global Brand Buyers
    - 74 million Value Buyers - Potential buyers of global brands.
Growth Prospects

Large consumption growth rates expected:

- 83 Million people to join workforce
- Increase in literacy and education
- Greater exposure to global economy
Retail Landscape

- 600 Malls under development
  - Oversupply of retail space

- Global Retailers absent

We anticipate India as vertical market – single brand store concept
NB Stores - China
China

- 15-24 year olds.....powerful demographics
  - 200 million + citizens
  - 43.5% have more than 14 years of education compared to 34.4% of 25-39 year olds
  - 26.3% have mastered at least one foreign language compared to 13.4% of 25-39 year olds
Some key factors

Branding
• Align global – tweak for local
• Each market is unique – but in today’s global economy each market influences others

Personnel
• Local management in start-up: Entrepreneurial Emerging markets
  (any new market) is a start up to local management – staff accordingly
  • Full support form corporate – priority with senior management
  • On-going monitoring of progress, investments – things change quickly in emerging markets!
  • Allow local team to be creative and flexible

Protect your intellectual properties!!