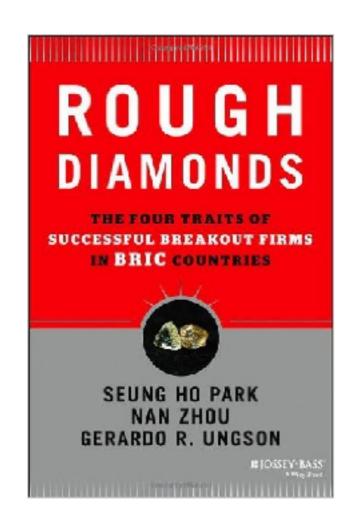


ASIAN INSTITUTE OF MANAGEMENT

- ➤ Partnership with CEIBS and SFSU
- ➤ Role of private sector in AEC
- ➤ 58 top-performers based in ASEAN
- ➤ 58 success stories
- > 58 strategies
- > 58 sentiments

INSPIRED BY PREVIOUS WORK





SCREENING PROCESS

Top 500 "local" companies for 2003-2012 operating in ASEAN

Expert opinion for Brunei, Cambodia, Laos, and Myanmar

Shortlist of 202 firms across ASEAN with higher growth and profitability than average of top 500 companies.

Shortlist of 64 companies with higher growth and profitability than average of top 500 companies in each country

Review of ownership structure and consultations with local experts

OUR CHAMPIONS FACED FORMIDABLE CHALLENGES

- ➤ Institutional voids
- ➤ Market failures
- ➤ Business needs + value chain gaps
- ➤ Undeveloped channels
- ➤ Limited resources
- Low purchasing power
- ➤ "Basic" consumer preferences
- ➤ Local context

WHAT ENABLED THESE CHAMPIONS TO SUCCEED?

Mobilizing resources to address institutional voids

Building internal capacities

Thinking innovatively and with entrepreneurial foresight

Preserving Institutional Legacy

Responding
to changes
in the evolving
business environment

Managing transitions in ownership, management and policy framework Deep commitment to servicing, serving, and (aid in) sustaining the local sector

Insight into changing trends in customer tastes and behavior

Deepening Localization

Shaping local preferences to create demand

Catering to the local palate and providing local needs



Acquiring local firms in overseas markets

Adopting a global outlook

Initiating integrated regional value chains

Fostering Internationalization

Establishing regional distribution networks

Investing in product quality and adopting international standards

