



Doing business in South East Asia

Benefits

This programme provides delegates with:

- An overview of the region
- A framework for conducting business across the region
- An insight into South East Asian social and business culture
- A better understanding of the commonalities and contrasts between the ten countries that comprise South East Asia
- Practical strategies for doing business more effectively with South East Asian counterparts

Who should attend?

Anyone considering or already:

- Working in or travelling to the region
- Considering doing business in any country or countries of South East Asia
- Developing a network of suppliers from one or more South East Asian countries
- Experiencing the challenges of doing business across the region
- Employing South East Asian nationals within your organisation

Programme content

- Historical, political and social overview of the ten countries that comprise South East Asia
- South East Asian culture: religion, language, beliefs and customs
- Shared cultural values and attitudes across the region: hierarchy, face and harmony
- The regional business environment: management and working styles; meetings and decision making; building relationships
- South East Asian business communication and negotiation styles
- Challenges and solutions for doing business across South East Asia: developing practical strategies

A vast region spanning all countries geographically south of China, east of India and north of Australia, the countries of South East Asia comprise 560 million people and a gross domestic product of more than \$1,100 billion. With established South East Asia economies such as Singapore and Malaysia combined with new emerging economies such as Vietnam and Laos, the region continues to offer significant investment opportunities.

This one day 'Doing Business in South East Asia' programme has been specially designed to help you understand the vast free trade area of the region. Our leading expert will provide you with invaluable tools and techniques to make your business venture in a specific country or countries of South East Asia a success and will offer a platform to discuss specific experiences and challenges that you have.

Locations, Dates & Fees

London

7 April & 7 October

Individual Fee: £550 per delegate

Group Booking: £495 per delegate

All sessions are from 10am - 5pm
with one hour for lunch

Lunch & refreshments included

Please note that local taxes may apply