



PTTOW!
RESOURCES

BUSINESS
IN ASIA

A Letter From Your Friends At PTTOW!

The PTTOW! community is a private, curated group of C-suite leaders from the world's most influential culture-shaping organizations. Throughout the year we convene to build relationships and share best practices as we create the beautiful world of tomorrow together.

During the 2023 PTTOW! Summit we held a working Town Hall where we unpacked mission critical business and social tactics for effective partnership with Asia. The themes from these discussions directed the creation of this resource guide, curated from world-class sources to help you and your organization navigate as business expands.

Feel free to share this guide with colleagues and friends so we can create more understanding around globalization.

As Always,
Your Friends At PTTOW!

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UNDERSTANDING A DIFFERENT DEMO

A1. Pixels of Progress: A Microregional Perspective On Global Management

Abstract: A McKinsey report indicates that the quality of life has improved on a global scale, with factors such as income and life expectancy greatly increasing. Regions like Asia have seemingly become incredibly more developed within recent decades, however in the past, sub-regions in Asia have been incorrectly generalized and perceived as developing countries, negating entire groups of people who should have been characterized as “developed”.

Key Takeaway: All too often, sub-regions in Asia have been underestimated across areas of development, leading to governments and businesses around the world to underestimate their economies and miss out on local investment opportunities. This continues a cycle that slows growth, innovation, and urbanization in these areas, key contributors to further development.

[Listen to the podcast & read the transcript here!](#)

A2. Achieving Gender Parity In Asia

Abstract: As the gender gap closes around the world, regions such as Asia are missing out on what could be more than an estimated \$4 trillion of value if they would make real progress towards gender equality. Companies with greater gender and ethnic diversity are more likely to outperform their competitors by up to 25% and while Asia does not lack in ethnic diversity, there is much to be done to help women achieve more equal success to their counterparts.

Key Takeaway: It's important to acknowledge all the work done in recent years to help women succeed across industries in Asia and have more representation in leadership roles. In order for this trend to continue, it is up to companies, especially international ones, to make conscious efforts to increase gender diversity within their organizations and set an example.

[Listen to the podcast & read the transcript here!](#)



UNDERSTANDING A DIFFERENT DEMO (CONT.)

A3. How Chinese Companies Are Reinventing Management

Abstract: Chinese companies are no stranger to leading the global pack in areas such as manufacturing and innovation. However in recent years they have been transforming the approach to management with what HBR calls “digitally enhanced directed autonomy” (DEDA).

Key Takeaway: HBR provides the three prongs to utilizing DEDA within an organization. From instilling autonomy at scale by creating small teams within your organization that can essentially function on their own, to using digital platforms that replace traditional managerial roles to link the consumer facing system to the back-end employee servicing systems, and reorganizing and directing leadership with clearly defined tasks to carry out with firm timelines and budgets.

[Read the full article here!](#)



WHAT'S CURRENT

B1. Business News To Watch In 2023

Abstract: Although facing set-backs through delayed reopenings post-pandemic and surprising economic drivers through international conflicts such as Ukraine, Asia has continued to power ahead as the largest economy in the world. In other news, like other countries, Asia is seeing piqued interest in electric vehicles, AI, steady action towards sustainability from businesses, and more.

Key Takeaway: With international relations with the U.S. and matters such as the Sri Lankan debt crisis creating volatility in a market that affects the rest of the world, Asia is entering an era of both progression and uncertainty. As important as its reliance is on other countries, Asia has well become a global force and has the potential to change the game for the rest of the world if it can realize its own power.

[Listen to the podcast & read the transcript here!](#)

B2. Yuan Under Pressure As U.S., China Rates Set To Diverge Further

Abstract: As China recovers from economic downturns well into the second quarter of 2023 along with being affected by increasing inflation in the U.S., The Wall Street Journal reports that the Yuan has continued to lose value against the dollar.

Key Takeaway: Analysts' expectations of an economic resurgence in China once COVID regulations were lifted have unfortunately fallen flat, however there is still hope that the Yuan's value will at least plateau amid the decision of banks to continue supporting the public and businesses instead of completely cutting rates to brace themselves.

[Read the full article here!](#)

B3. Cut Off From Headquarters: Global Fund Managers Are Stuck in China's Black Box

Abstract: In 2019, China made the shocking move to allow foreign firms to offer yuan-denominated funds. Seemingly ushering in a new era of international business, pre-dated regulations continue to stifle foreign trade managers.

Key Takeaway: Representing general difficulties that international organizations face when having operational arms in China - tight regulations, long approval processes, and even limited communications and access to company wide systems have proven to be divisive. China presents opportunities to reach a large demographic and powerful economy, however international organizations must consider their operation strategies if they wish to succeed.

[Read the full article here!](#)



WHAT'S CURRENT (CONT.)

B4. The Battle For Net Zero Will Be Won Or Lost In Asia

Abstract: Acting as a hub for growth and a majority of the world's population, BCG reports that Asia also emits "51% of annual global greenhouse gas emissions". The potential battleground for climate change, there is an opportunity for businesses in Asia to make a real impact.

Key Takeaway: Climate change affects everyone, and therefore the future of business. Asian leaders should be making climate action a priority and create strategies for short-term and long-term impact, as this is not just a social issue but can be an opportunity for organizations across industries to spur innovation and capitalize on leading the world in sustainable advancements.

[Read the full article here!](#)





SEIZING OPPORTUNITIES

C1. How Multinationals Can Capture the Chinese Growth Opportunity

Abstract: The Chinese market is rapidly growing in comparison to other countries and offers significant GDP growth. International organizations can tap into this opportunity if they can successfully mitigate the risks and navigate the precarious market landscape.

Key Takeaway: Navigating the increasingly tense relationships between China and other global superpowers, the historically high debt, and fragile climate, it can be easy for international companies to get overwhelmed. In order to succeed, organizations will need to reevaluate the way they operate in China and create the proper strategies that will help them weather the storm if they have a competitive advantage, otherwise reconsider their stance in the market.

[Listen to the podcast & read the transcript here!](#)

C2. Why Communications is Central to Navigating Growth in Asia

Abstract: It can seem daunting to consider entering or expanding in the Asian market as volatility in certain regions continues to rage on. However, as many business-savvy leaders know, if you have the right strategy and are willing to take the risk, times of volatility can help you get ahead of the game and can offer incredible opportunities with long-term reward. A foundational step to your organization's strategy should be communications.

Key Takeaway: Whether over communicating with shareholders to keep their confidence or preparing leadership to be tuned in to local events so they can be prepared to reposition or make an address internally or externally. Most importantly, communication strategies must be completely tailored to the specific sub-regional market, not just the entirety of Asia, and remember that anything that works in the U.S. may not work anywhere else.

[Read the full article here!](#)



THE FIX: WORK / LIFE BALANCE (CONT.)

C3. The U.S. - India Relationship Is Key To The Future Of Tech

Abstract: Serving as an under-utilized resource, India's economy has seen high growth with a 245% raise of GDP per capita in the past 30 years as well as becoming the highest populated country. Although still qualifying as a developing country, India has the potential to be an incredible partner to the U.S. as relations grow tense with other countries.

Key Takeaway: As India continues towards technological innovation, this presents the best collaboration opportunity with the U.S. Starting with a change of mindset in viewing India as a genuine force of innovation instead of a source of labor and collaborations between Indian and American companies to fuel the exchange of technology, this relationship could change the game for both countries.

[Read the full article here!](#)

C4. The Embedded Finance Opportunity in Asia

Abstract: A growing opportunity in the Asian market, embedded finance offers a variety of future possibilities for organizations across industries to integrate into their internal financing operations. With the main purpose of improving the consumer experience, but also containing the ability to streamline internal processes, the applications are endless.

Key Takeaway: To cash in, organizations must consider embedding from the initial phases of product development along with applicable regulations, which can be difficult to navigate in Asia. Organizations that succeed will avoid short-term profit strategies and employ a restrained approach, while also actively listening and acting on feedback from their clients.

[Read the full article here!](#)



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