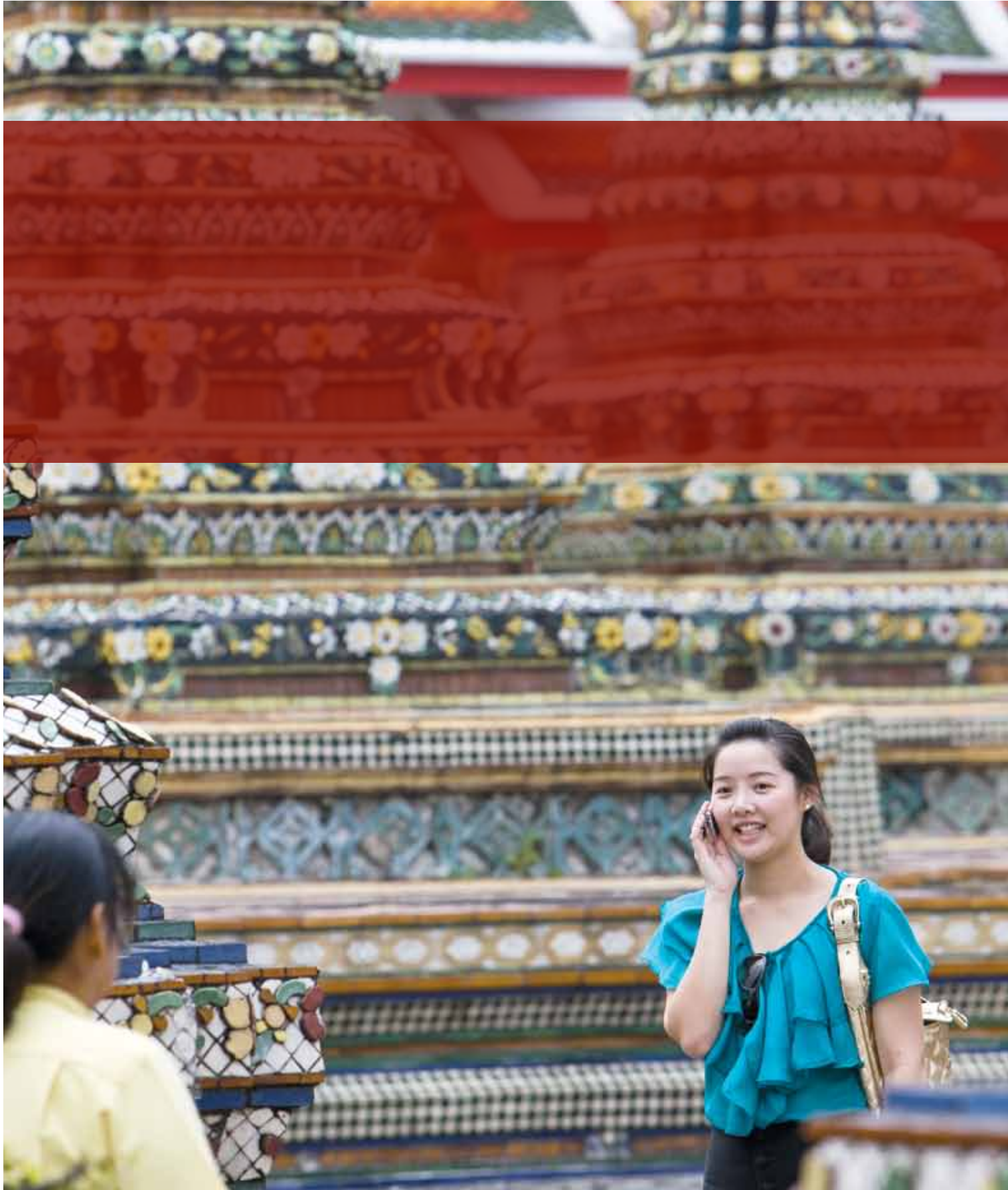




Explore Asia: A World Of Opportunities For UK Companies



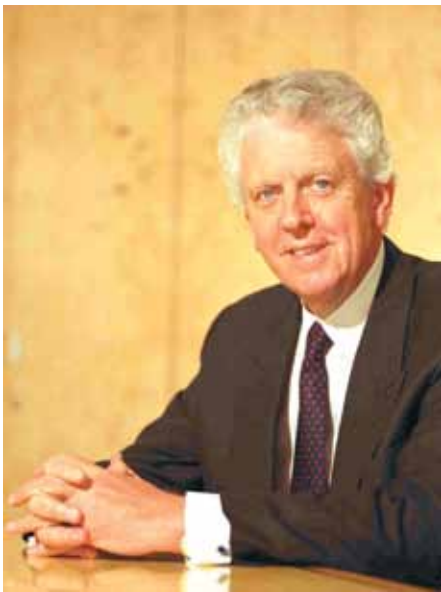


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Foreword

Restoring economic growth is our nation's greatest challenge. Taking the opportunities presented by Asia's booming markets is the way to rise to that challenge. Asia's economic star continues to rise, and will only burn brighter in the future, with fast-growing populations getting richer and increasing their spending power.



There is a voracious demand for goods and services which matches the innovation, expertise and creativity that we, the UK, possess. There are openings for British companies from all sectors and of all sizes, if they are willing to seize the opportunities there.

That's why, as Co-Chairs of the Asia Task Force, the Business Secretary Vince Cable and I are delighted to lead UK Trade & Investment's (UKTI) campaign to encourage UK exports to Asia. We aim to give businesses the knowledge, inspiration and confidence to consider the Asian markets as a profitable and valued trading partner.

But there's nothing like hearing it from someone who's done it. Throughout this brochure, you will see examples of fine British companies who are already successful in Asia. We want to celebrate and take pride in their company's achievements in Asia, and in yours too – if you already have a great story to tell, do consider joining our showcase of British business success in Asia.

I urge you to explore the opportunities for your business in Asia. Thousands of UK companies are already succeeding there: with the support and expertise of UK Trade & Investment, your firm could be the next success story.

Good luck!

A handwritten signature in black ink, appearing to read 'Chris Powell'.

**Lord Powell of Bayswater
Co-Chair, Asia Task Force.**

Doing Business in Asia

Top Three Legal Questions



Josh Wong is an international trade lawyer with DLA Piper. He shares the three top questions (and answers!) he is asked by new businesses trading with Asia.

Q1: My business has received a large order from a company in the Far East. How can I ensure the company is reputable and able to pay?

A: It is important to establish early how and when you will get paid and in which currency. Note that not all companies in Asia have the right to make payment in foreign currency, and payment may be arranged through a third party trading agent. This is not necessarily a problem, but you will need to ensure that both the trading agent and customer are reputable.

Specialist due diligence companies exist to carry out checks on companies in the Far East. However, if the deal is important, visit the customer with a local lawyer or accountant. Ask to see the company's accounts and trading history.

It is safest to ask for the payment to be backed by a Letter of Credit from the customer's bank. This requires the bank to pay for the goods provided the required documents set out in the Letter of Credit are correctly presented and prevents the customer from withholding payment.

Q2: How can I protect my intellectual property (IP) rights in China?

A: China does have a reputation for IP rights abuse, but problems are arguably no worse than in other emerging markets. Even though IP laws have been tightened enforcing new laws in a jurisdiction as large and complex as China is a huge task.

The good news is that China has accepted the World Trade Organization's minimum standards of protection and enforcement for IP. The Chinese legal system is taking a more aggressive approach in protecting IP rights, reflected in increasing numbers of publicised IP cases in the Chinese courts.

In order to manage the risks, we recommend you register your IP rights insofar as possible in China so you have more enforcement options. Further, try to minimise the dissemination of sensitive material and trade secrets and carry out due diligence on suppliers, customers and staff before passing information on to them.

Q3: I have been told that I should set up a representative office, but I am unsure what this involves.

A: A representative office is the simplest type of foreign legal presence in China and may suit companies whose business in China is at an early stage. However, a representative office can only perform "liaison" activities, such as administration and marketing. They cannot sign sales contracts or invoice customers directly. This function must remain with the UK company.

Finally, it is now much easier to set up a fully operational Chinese company, known as a Wholly Owned Foreign Enterprise (WFOE), which may eliminate the need for a representative office – many UK companies are already doing this.

About DLA Piper

DLA Piper UK LLP provides specialist legal advice to businesses trading with or setting up in Asia. We have offices and expertise across the UK and in Asia – see www.dlapiper.com for details. Please contact josh.wong@dlapiper.com if you have any queries.

Doing Business in Asia

Minimising Financial Risks

Over two-thirds of UK businesses believe now is a good time to increase overseas trading, particularly to Asia. The growing middle-earner classes across emerging economies such as China translate into increased consumer demand for British goods.

However, perceived barriers to exporting to Asia include a lack of knowledge and experience in operating in new markets and how to control financial risks. While these risks may appear daunting at first, you can lessen the risks by guaranteeing payments and being aware of exchange rate uncertainties.

Managing payment risks

Apart from ensuring sufficient funding, managing payment risks is also a key part of keeping your export activity healthy. There may be concerns over timely receipt of payments, material deliveries to both the timing and specifications desired and finally the environment in which your supplier or operator works. This may be particularly relevant for UK exporters in the higher risk Asian markets. Financial export solutions, such as Letters of Credit and Documentary Collections, can help businesses who buy and sell internationally make these risks more acceptable.

Managing exchange rate risks

The uncertainty of future exchange rate movements can have a knock on effect on profitability. Businesses need to be flexible and creative to manage this risk. Businesses should assess the likely sizes of their foreign exchange exposures, when payments might be expected, and how certain they are about the flow being created from its anticipated income or cost base.

The good news is that most financial institutions can provide you with really strong support in this field.

Trading internationally for the first time, or expanding operations abroad, can bring great rewards for UK companies, but risks exist which need to be considered. Talking to an International Specialist at your bank or financial provider is the key to maximising your success.

Other top tips

- If your company has cash flow in different countries and currencies, consider using services which “pool” your money together. This can give you a better return on available funds and let you make payments as cost-effectively as possible. Consider arranging pre-shipment financing, export receivables finance, or post-shipment financing.
- Be aware of varying licensing and regulation requirements between markets, and between methods of exporting.
- Don't stretch your businesses resources too thinly. When starting out, it may be easier to work with a partner, such as a distributor or sales agent, rather than go it alone.

About RBS

As one of the world's leading financial service companies, providing a range of retail, corporate and institutional banking services, RBS offers a full range of solutions and accounts in multiple currencies for UK exporters with local cash management and trade finance processing needs.

Visit www.rbs.co.uk/international, or call our International Trade Hotline on +44 (0)800 210 0235. Tynetalk 18001 0800 138 4419. Lines are open 9am-5pm Monday to Friday (excluding public holidays).



China



About China

China is THE great economic success story of the past 30 years, having been transformed from a Soviet-style planned economy into a vibrant, market-oriented one.

Well known for its manufacturing capability, China is the largest global producer of toys, textiles, washing machines, cameras and computers, to name just a very few. It is also the world's largest consumer of iron, steel, coal and cement, and has an increasing hunger for raw materials. Over a million enterprises have flourished, and some 40 Chinese companies have entered the global Fortune 500 list. Responding to the global economic downturn, China's manufacturing industry has quickly moved up the value chain.

Thanks to China's rapid and continuous liberalisation, a vast, fast-growing and increasingly sophisticated consumer market has emerged. Cars now outnumber bicycles on the country's crowded highways (18 million were manufactured in 2011, making China the world's largest automotive market); international labels have replaced the Mao suit and luxury goods abound, many of them UK brands.

China is also becoming a leader in ICT, with over 900 million mobile users and more than 500 million internet users. Chinese consumers are avid users of social media and the introduction of secure payment systems is making online buying increasingly popular and convenient.

China offers opportunities in abundance to UK companies. The Government is pressing hard to improve infrastructure and social welfare, as well as targeting resources to develop China's vast rural and interior regions. Industrial structures are shifting inland, with dozens of new cities emerging and coastal areas developing into sophisticated urban clusters.



Business etiquette

Banquets have traditionally been an essential part of doing business in China. If your host makes a toast to you, lower your glass to "chink" the rim of it lower than the rim of their's and say "gan bei" (literally "dry glass", so be prepared to drink up!). This is a sign of respect and burgeoning friendship and will make the Chinese think you're a real insider.

Contact details

Jane Ning
China Britain Business Council
Portland House
Bressenden Place
London SW1E 5BH

Tel: +44 (0)20 7802 2000

Email: enquiries@cbbc.org

www.cbbc.org

www.ukti.gov.uk/china

www.ukti.gov.uk/fcoupdates



Did you know?

By 2030, China's cities will be home to another 350 million people – more than the entire population of the USA.



Know before you go

Always go to the official taxi queue at the airport. Don't be lured by people hovering around the exit offering taxis and asking where you're going.



A simple gesture of a smile and saying 'Hello, how are you?' ('ni hao ma?') or 'thank you' ('xie xie') in the local language helps to break the ice. Don't be offended if they laugh – they're laughing with you, not at you, and it means they appreciate the effort you have made."

**Gareth Hoar, Deputy Director,
British Embassy, Beijing**

Key facts about China

Capital	Beijing
Population	1.3 billion
Official languages	Mandarin Chinese
Currency	Renminbi (RMB)
Time difference from GMT	+8 hours
Flight time from UK	10 hours

Case Study

Fired up in China



Richard Kaye, CEO of UK company Fired Up Corporation Ltd, shares his secrets and insights for business success in China

We are a UK and China-based manufacturer of home improvement and hospitality industry products including fires, fireplaces and electrical goods as well as the famous Corby Trouser Press. Operating through four brand companies we sold to over 40 countries in 2011 with a budgeted turnover of £15 million.

The international business success of Fired Up is due to the synergies between its UK and Chinese operations. Our UK-manufactured products from Huddersfield are exported to the Chinese market and our Chinese-produced goods are shipped all over the world. We couldn't have maintained our turnover and doubled our profits in 2011 without our presence in China.

Our strength lies very much in the time and resources we have invested there; from our wholly-owned factory to the lengths we go to in building our relationships (Guanxi) and our brands.

Our various brands have an aura of "Englishness" about them, which

to the Chinese consumer equates to quality and craftsmanship. We recently enhanced our share in the Chinese domestic market through the launch of our "Endevo" range of kettles and rice cookers, now stocked in a chain of 85 supermarkets and more than 40 B&Q stores.

Since our takeover of the Corby of Windsor business in 2009 (including the Corby Trouser Press), we have now added over 200 products to the range, which we exhibited recently in Guangzhou and Macau to attract buyers in the burgeoning hotel trade across China.

Growing our business in a market over 5,000 miles away has been challenging but worthwhile. Be prepared to invest significant personal time in China, this can't be delegated and the drive must always come from the top.

www.firedupgroup.co.uk



Fired Up Corporation was formed in 1999 by Richard Kaye as manufacturer of fireplaces selling under its "Adam" brand.

Fired Up won the 2010 Yorkshire and Humber China Business Award and Rising Star in the Cathay Pacific China Business Awards 2011.



Richard's top five tips for success in China:

1. Establish and maintain strong relationships – it's all about Guanxi.
2. Select the right person to head up your operation and share some equity with them.
3. Pay better than average wages to attract and retain the best personnel.
4. Create products with an international appeal that can be shipped from China worldwide.
5. Guanxi describes the basic dynamic in personalised networks of influence, and is a central idea in Chinese society.

Fired Up plan to recruit 300 more people in China and the UK over the next three years to meet planned growth targets.

300+

Case Study

No opportunity wasted in China



Alan Peel of UK company Altek shares his secrets and insights for business success in Asia

Altek has developed systems for recovering and reusing aluminium waste material since the early 1990s.

I'd spent many years selling to steel companies in China, so on joining Altek in 2003 I felt we needed to explore the aluminium market there – the increase in sales of cars and white goods meant that China's 1.2 billion people were using more aluminium, while China was investing heavily in aluminium production infrastructure.

I've found the Chinese like dealing with Westerners on a face-to-face basis. An associate recommended a local representative to us who identified would-be clients, and helped us overcome language and logistical challenges. However, respect is important to the Chinese people, and travelling to China in person undoubtedly helped us secure meetings with senior decision makers.

Altek's reputation helped garner interest among Chinese plant owners. Word of mouth was a useful route to market, as was

working with two government-run institutions in China who acted as advocates for our technology. We found many Chinese plant owners were looking to use Western technology – they considered it superior to domestic systems.

Our 400 customers around the world make us global leaders in the aluminium recycling industry. We're aiming to consolidate our position as market leaders in China – we've secured 16 projects over the last four years – and aim to have an employee based there full-time within two years. We also aim to make further inroads into Taiwan, Thailand, Malaysia and Japan.

Meticulous planning and hard work helped Altek penetrate Chinese markets. Working with UKTI, whose advice, knowledge and support has also helped us thrive in the lucrative aluminium recycling market.

www.altek-al.com



Altek's client roster includes Alcoa, Rio Tinto and Hydro.

Altek exports to companies in Europe, Asia, Australia, South Africa and the Americas.



Alan's top five tips for success in China:

1. Travel to China in person – it will gain you respect from potential clients.
2. Appoint local partners to help identify genuine business opportunities.
3. Research Chinese business customs, which vary from region to region.
4. Be prepared to negotiate hard and don't be afraid to walk away.
5. Spread the risk. China is a burgeoning economy, but explore opportunities in other countries.

Altek's engineers boast a combined 200 years of industry knowledge and experience.

200
years

Hong Kong



TOMMY AU PHOTO / Flickr/ Getty Images

About Hong Kong

The international city of Hong Kong is one of Asia's leading financial and business centres. Not only is it an attractive market in its own right, boasting the world's 12th-largest trading economy and the seventh-highest GDP per capita, Hong Kong is also a springboard to mainland China and an ideal base for regional operations.

Hong Kong offers a level playing field to business, with an accountable government, a well-established rule of law, robust protection of IPR, a well-regulated banking system and a free flow of people, ideas and information. In 2011, it was ranked as the world's freest economy by the Wall Street Journal and Heritage Foundation for the 18th consecutive year.

Thanks to similar legal and international business support services, an excellent communication infrastructure and the widespread use of English, UK firms will find doing business in Hong Kong familiar and straightforward. Opportunities are plentiful and varied.

Public-sector capital spend will be over £5 billion a year for the next few years. Infrastructure projects include the West Kowloon Cultural District (WKCD); the Kai Tak development, which includes a sports complex and private hospital build; five major rail projects, and projects linked to the Hong Kong-Zhuhai-Macao bridge. Building a greener city, improving the quality of urban space, harbour front enhancement and heritage adaptation are also high on the agenda. These projects offer opportunities to UK firms active in construction, the creative industries, leisure and tourism, and environmental services. There are also niche opportunities in the very fast growing and high-value retail and luxury goods sector.



Business etiquette

Punctuality is considered important in Hong Kong. If you are unavoidably late, make a call to apologise, let them know when to expect you and check that the meeting will still be able to go ahead.

Contact details

Stephen Cartwright
Trade Commissioner
British Consulate-General
1 Supreme Court Road
Admiralty
Hong Kong

Tel: +852 2901 3408

Email: stephen.cartwright@fco.gov.uk

www.ukti.gov.uk/hongkong

www.ukti.gov.uk/fcoupdates



Did you know?

In 2011, Hong Kong was Asia's second-largest destination for foreign direct investment for the 12th consecutive year, trailing only mainland China.



Know before you go

When getting a taxi, it can be useful to have your destination's address written in Chinese to show the driver.



Hong Kong is relatively small and has brilliant infrastructure and transport connections. You can therefore achieve quite a lot in terms of meetings in a short time."

Stephen Cartwright,
Trade Commissioner,
British Consulate-General
Hong Kong

Key facts about Hong Kong

Capital	—
Population	7 million
Official languages	Cantonese, English
Currency	Hong Kong Dollar (HKD)
Time difference from GMT	+8 hours
Flight time from UK	11 hours

Case Study

Full steam ahead in Asia



Paul Hussey, CEO of UK company Strix, shares his secrets and insights for business success in Asia

We design and produce the core technical safety controls within kettles. We are a UK company, based in the Isle of Man but also enjoy a long and successful trading history in Asia.

Here in the UK we have almost 100 employees focused on manufacturing and testing as well as our R&D leadership – so critical for the future, developing new products for the Asian consumer, especially in China.

We set foot in Asia 30 years ago selling via local agents, and since then we have grown our presence in China (a 600 person manufacturing plant) and Hong Kong and have representatives in all other markets in Asia.

Crucial to our success in Asia is the focus we put into building and supporting our brand. With more than 475 patents registered worldwide (and growing, as we internally develop new innovative technologies), our name is synonymous with safety, innovation and efficiency.

So we created a “Strix Inside” logo to deliver these messages. We work closely with our clients in Asia to ensure that this logo is used through their marketing and packaging of products whenever our technology is inside. This has been very effective and helped boost sales.

Recently we took part in a major design exhibition in Korea to highlight our innovation and energy saving credentials – it’s important to keep reinforcing these messages.

We have enjoyed a close, long-term relationship with UKTI in both China and Korea. We’ve helped host delegations of UK companies keen to explore opportunities in China and we’re fully behind this new campaign to get more British businesses to export to Asia.

www.strix.com



Strix products are used in all markets across Asia.

Strix has been in Asia for 30 years.



Paul’s top tips for success in Asia:

1. Focus on doing business locally and growing with your customers.
2. Employ locals who understand regional market conditions, especially in China.
3. Protect your Intellectual Properties – dedicate time and resource to register and enforce patents.
4. Be accommodating and patient with negotiations – You need to take a long-term perspective.
5. Establishing strong relationships is key.

Strix is three times winner of the Queen’s Award for Export.

3x

Indonesia



About Indonesia

The world's fourth most populous country, Indonesia is a continent-sized archipelago of 17,000 islands spanning three time zones. Having enjoyed rapid economic growth in recent years, Indonesia is the biggest economy in South East Asia and is predicted to be the seventh largest in the world by 2050. An increasingly affluent and aspirational middle-class numbers 45 million – larger than that of India. Two-thirds of the population are under the age of 30, with 35 per cent under the age of 15.

Indonesia offers a wealth of business opportunities across a wide range of sectors. These include infrastructure development, a key priority of the Indonesian Government, with a particular focus on transportation (ports, airports, railways and toll roads) and energy (power plants). The need to improve infrastructure is highlighted in the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development, which states that investment of US\$468 billion is needed over the next 15 years.

Key facts about Indonesia

Capital	Jakarta
Population	240 million
Official languages	Bahasa Indonesia
Currency	Rupiah (Rp)
Time difference from GMT	+7 to +9 hours
Flight time from UK	15 hours

Finance is another important area. With the world's largest Muslim population, Indonesia offers real potential for UK companies in Islamic financial services and Sharia banking. There are also opportunities in the provision of software, technology and associated training to help local banks deliver high-quality services.

Against the background of the Indonesian Government's long-term healthcare development plan "Healthy Indonesia 2025", there is growing demand for high-quality healthcare treatment and advanced technological medical products and services. These include dental care/ cosmetic dentistry, clinic laboratory equipment and therapies for cancer, circulatory and respiratory problems, and other basic medical disposables and diagnostic tools.



Business etiquette

When meeting Indonesians, always greet the eldest or most senior of the group first and exchange business cards after the initial greeting and handshake.

Contact details

Debbie Clarke
Director of Trade & Investment
British Embassy Jakarta
Jalan M. H. Thamrin No.75
Jakarta 10310
Indonesia

Tel: +62 (0)21 2356 5200

Email: debbie.clarke2@fco.gov.uk

www.ukti.gov.uk/indonesia
www.ukti.gov.uk/fcouupdates



Did you know?

Indonesia is the fourth-largest market globally for Toyota cars, after the USA, Japan and China.



Know before you go

When preparing for meetings, do not assume "yes" means "I agree with you". It is often difficult for Indonesians to say "no" – disagreement is expressed vaguely or through silence.



Last-minute cancellations of meetings are fairly common, so it is important to build flexibility into visit programmes to accommodate such changes."

Debbie Clarke,
Director of Trade & Investment,
British Embassy, Jakarta

India



About India

India is the second fastest-growing economy in the world, after China. Its huge and young population (50 per cent are under 25 years of age), market liberalisation and a rapidly expanding consumer class have paved the way for a dynamic economic success story, with trade, investment and GDP growing strongly.

India is full of business opportunities, some very visible and some still to be unearthed. Such opportunities, which a few years ago existed only in the traditional economic heartlands of Mumbai, Delhi and Bangalore, have now stretched to the emerging cities of Nagpur, Ahmedabad, Chandigarh, Pune and Jaipur, to name but a few.

India has a massive infrastructure need (estimated at US\$1 trillion), to meet the demands of its growing population and increasing urbanisation. This presents major opportunities to UK firms with expertise in ports, airports, rail, environment and water.

India is developing its manufacturing base. It enjoys a growing stature in the global automotive market, with an influx of global equipment manufacturers as well as Tier 1 component manufacturers. There is a similar story in aerospace (with passenger numbers expected to grow to 200 million per annum in the next five years), defence and other fields of advanced engineering.

Other key growth areas include education and skills (500 million people to be trained by 2022); energy (expanding by 4 to 6 per cent annually); ICT; healthcare and life sciences; financial and professional services and the creative industries.



Business etiquette

Indian customers place a lot of importance on value for money. UK companies need to invest time to understand the needs of Indian clients and be clear about the added value they offer.

Contact details

Barry Lowen
Director, Trade & Investment
British High Commission
Shantipath, Chanakya Puri
New Delhi – 110021, India

Tel: +91 (0)11 2419 2100

Email: barry.lowen@fco.gov.uk

www.ukti.gov.uk/india

www.ukti.gov.uk/fcouupdates



Did you know?

India is expected to become the third biggest car market in the world by 2020.



Know before you go

The Indian Government has decided to issue “Urgent Business Visas” to business travellers to enable them to travel to the country at short notice.



India offers lots of opportunities for UK companies. But, as anywhere, things get done in ways which can be different to the UK, and it is a big and complex country. So do your research and be patient and persistent. UKTI is here to help you with our local knowledge.”

Barry Lowen, Director of Trade and Investment, British High Commission, New Delhi

Key facts about India

Capital	New Delhi
Population	1.2 billion
Official languages	Hindi, English
Currency	Indian rupee (INR)
Time difference from GMT	+5.5 hours
Flight time from UK	9.5 hours

Case Study

Steps to India



Robbie Swales, Director of Steps tells his story and shares his secrets of breaking into India

We are a provider of drama-based corporate training, with clients in India including American Express, Accenture and HSBC.

We are passionate about India and are in it for the long-haul, with over 40 Steps trainers now working in Delhi, Mumbai and Bangalore.

In early 2010 we first decided to look to India to further develop our already successful UK and overseas business. The UK market for drama-based corporate training was saturated and highly competitive, and India with its strong corporate culture and widespread use of English, seemed like an ideal untapped market.

Our first foray there was in March 2010 as a result of a UKTI India Marketing Scholarship, which enabled us to visit the market and learn about the business culture.

Pivotal to our success was a local partner who had the talent and insight to launch and grow Steps in India. Mohan Madgulkar, an independent trainer in India, approached Steps keen to help us expand there. He was instrumental in our success – his local expertise

was invaluable in tailoring our products for Indian management style. We developed an excellent relationship, resulting in his appointment as Senior Associate in India at the end of 2010.

He's become our trusted man "on-the-ground", helping us hire and train more local actors, grow our client base and facilitate training across India.

We are very positive about Steps' growing prospects in India, and urge other small businesses to explore this market – there is no "correct" way to launch a business there but with the right support and advice, you can succeed.

www.stepsdrama.com



Established in 1992 by three actors on the steps of Guy's Hospital.

Now 18 full-time staff based in London and 120 freelance actor-facilitators around the world.

Steps has over 40 clients around the world from a range of leading brands.



Robbie's top five tips for doing business in India:

1. Indians don't like to say no – be patient and acknowledge challenges when negotiating.
2. Find a trustworthy local representative or partner to build your business.
3. Don't be surprised if people recommend you to others before hiring you.
4. Use an Indian pay-as-you-go SIM card when you're there.
5. Adapt your financial model to suit the Indian marketplace.

Steps has trained approximately 1,000 people from eight companies in India.

1,000
people

Case Study

Designs on India



Jacqueline Beckingham, Design Director of UK company Benoy, shares her secrets and insights for business success in India.

We are an international firm of architects with offices in London and Nottingham as well as Abu Dhabi, Hong Kong, Beijing, Shanghai, Singapore and Mumbai. Eighty-five per cent of our work comes from overseas clients, with India continuing to increase in prominence. In 2010/11 our turnover there increased by over 90 per cent.

We first entered the Indian market in 2005 through our Hong Kong office. This worked well for us initially and was a natural way to establish and grow our business there. However, three years ago as the global economic situation changed, it became clear that our Indian business could be handled as effectively from our London office.

There are many synergies between the UK and India both culturally and linguistically. With a newly created, dedicated team based in London, we began to work alongside our Hong Kong office to grow our business in India.

We have secured some significant wins including “Supernova”, a mixed use 5 million sq feet development featuring a five star hotel, residential, office and retail.

Instrumental to our success in India is our small liaison office in Mumbai. Having a team of two there to attend meetings at a moment’s notice, as well as being in touch with new local developments and regulations, has reaped rewards.

Nothing beats visiting the market and meeting clients face-to-face – our London team travels frequently to India to do just that. It’s the only way to establish trust and build relationships and to understand how they do business there. I never tire of going to India as it’s one of the friendliest and most dynamic places I’ve ever worked.

www.benoy.com



Benoy has been involved in six high profile projects in India.

Benoy is ranked among the top architectural practices in the UK.



Jacqueline’s top tips for doing business in India:

1. Never underestimate the importance of spending time in India getting to know your clients.
2. We may have a common language but we don’t have a common way of doing business – each client and project varies, so listen and learn.
3. Their way of doing business is often quite conservative – you need to respect this and adapt your approach accordingly.
4. Indian pricing structure is very different from the West – work with a local architect to reduce costs.
5. Have a positive attitude and lots of patience.

Benoy employs 100 people in the UK. Key projects include Westfield in London and the Bull Ring Birmingham.

100
people



Japan

About Japan

Japan is the third-largest market in the world, with a GDP per capita ten times that of China. Having bounced back significantly since the earthquake/tsunami in 2011, now is a good time to enter the Japanese market – with business in Japan increasingly looking to trade with overseas suppliers.

Japan's 127 million consumers are big spenders, highly educated and demand the highest standards. An increasingly globalised market, the use of English in Japan is becoming widespread, a growing number of young, internet-savvy entrepreneurs are challenging traditional practices, and trade links with China are huge and growing. Importantly, IP is well protected, with fewer surprises for foreign businesses.

Japan is the UK's largest export market after Europe and the USA. Key opportunities exist in sectors such as energy, where Japan is prioritising offshore wind, solar photovoltaic and biomass to help address its supply crisis, and advanced engineering, where the country is looking for expertise in low carbon vehicles and technologies. The Japanese are also keen to follow Western developments in the field of security and counter-terrorism.

Other key sectors for UK firms include life sciences and healthcare, which are experiencing rapidly increasing demand due to an ageing population; ICT, where Japanese companies are keen to tie up with creative British partners; retail, where high-end UK design and fashion are increasingly popular with Japanese buyers and consumers; and financial and professional services, with Japanese firms showing a renewed interest in English language and other training services.



Business etiquette

Construct a short but warm introductory statement for each meeting. Rather than being a sales pitch, it should explain why you are in Japan, how long you will be there, the sort of people you are seeing and any particular previous contact you have had with the country.

Contact details

Gary Middlemas
Head of Trade Marketing
British Embassy Tokyo
No 1 Ichiban-cho
Chiyoda-ku, Tokyo 102-8381
Japan

Tel: +81 (0)3 5211 1175

Email: gary.middlemas@fco.gov.uk

www.ukti.gov.uk/japan

www.ukti.gov.uk/fcouupdates



Did you know?

The Greater Tokyo region has an economy bigger than Russia; Greater Osaka bigger than the Netherlands; and central Japan bigger than South Korea.



Know before you go

Punctuality is vital in Japan. Ensure you leave enough time to make business meetings. Take advantage of the public-transport system, as it is reliable, easy to use and fast.



Despite what you may have heard, there is nothing mystical about doing business in Japan. Business is business in Japan, as elsewhere, and is increasingly cosmopolitan.”

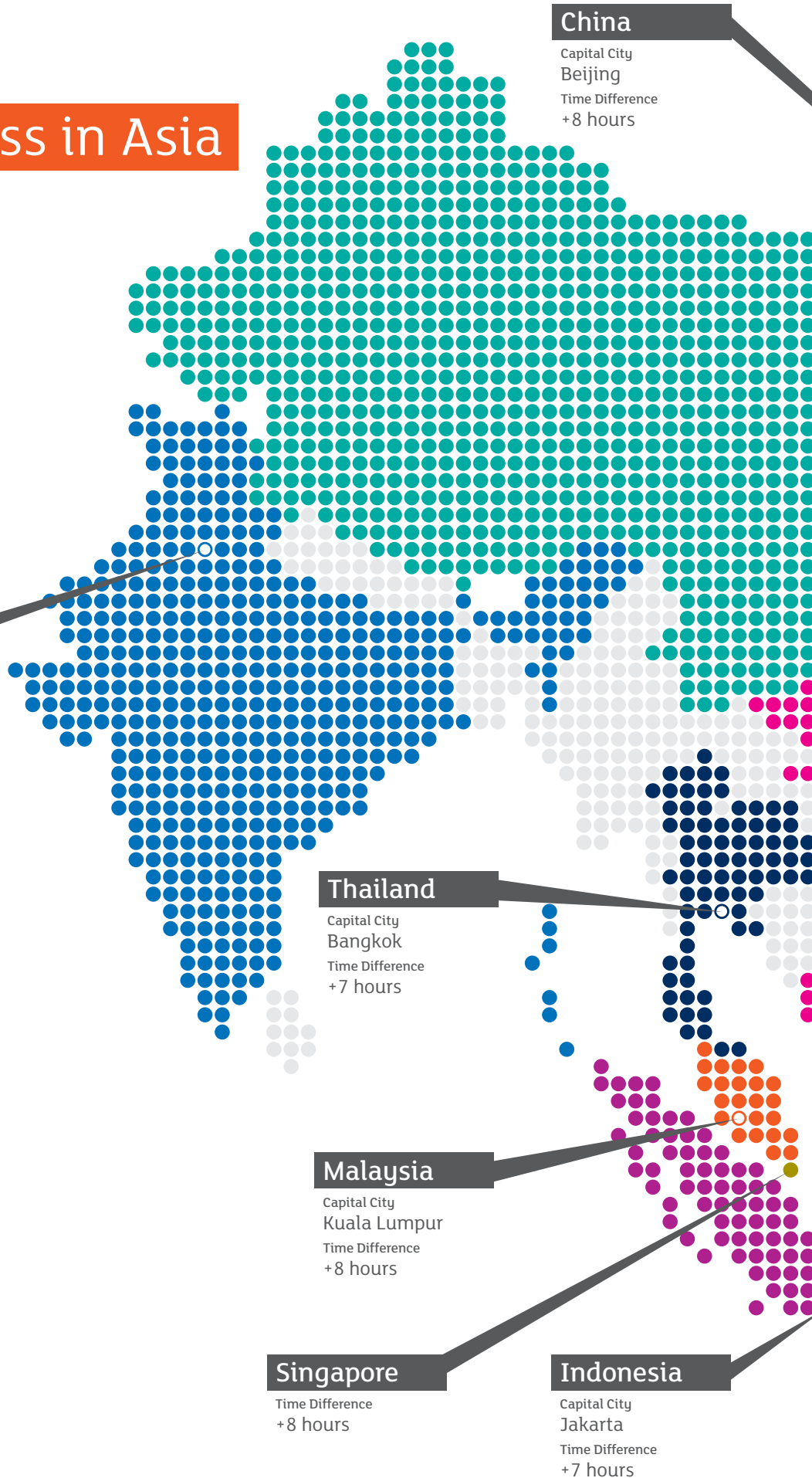
Matthew Matsumoto-Prouten,
Senior Trade Adviser,
British Embassy, Tokyo

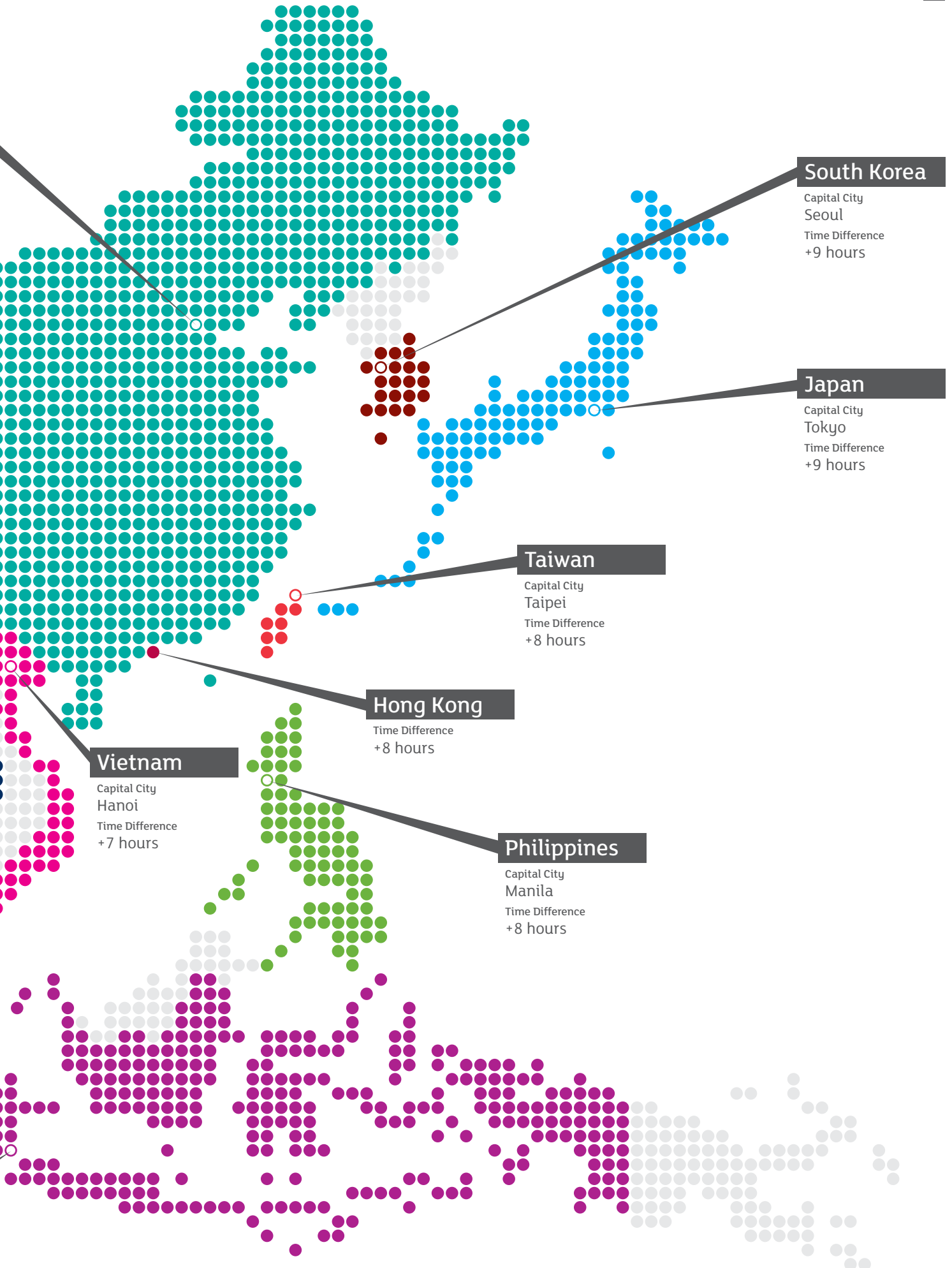
Key facts about Japan

Capital	Tokyo
Population	127 million
Official languages	Japanese
Currency	Japanese Yen (JPY)
Time difference from GMT	+9 hours
Flight time from UK	12 hours

Doing Business in Asia

Map

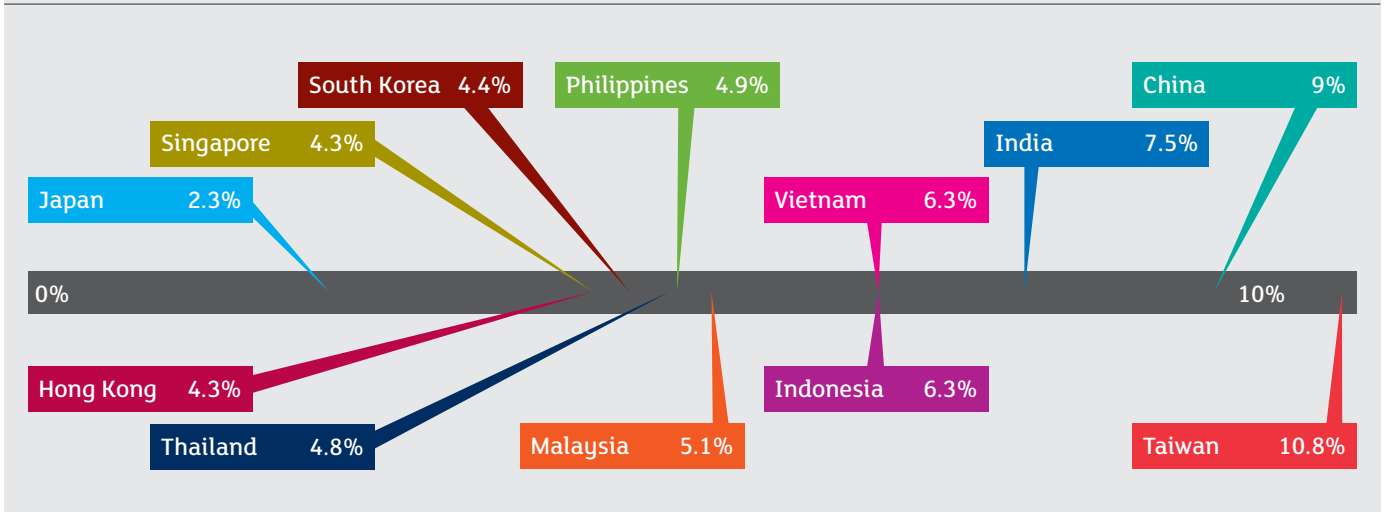




Doing Business in Asia

Key facts

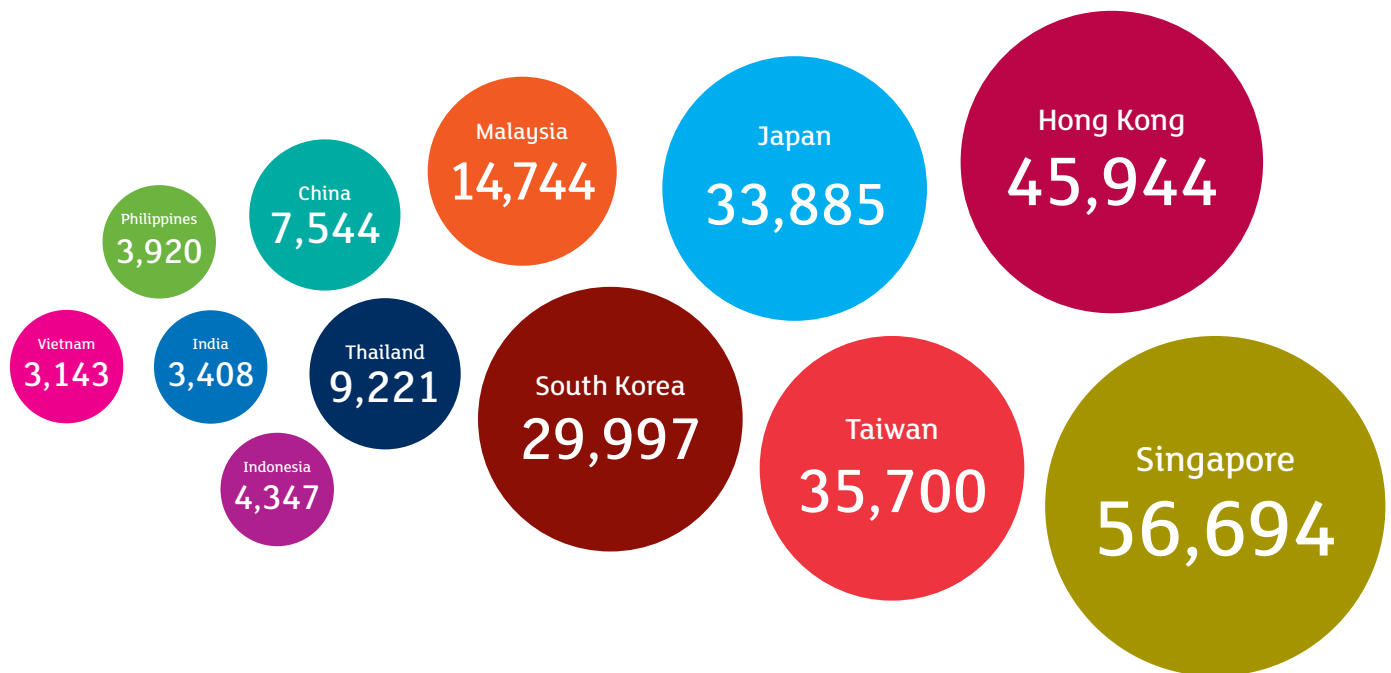
IMF prediction for growth in 2012



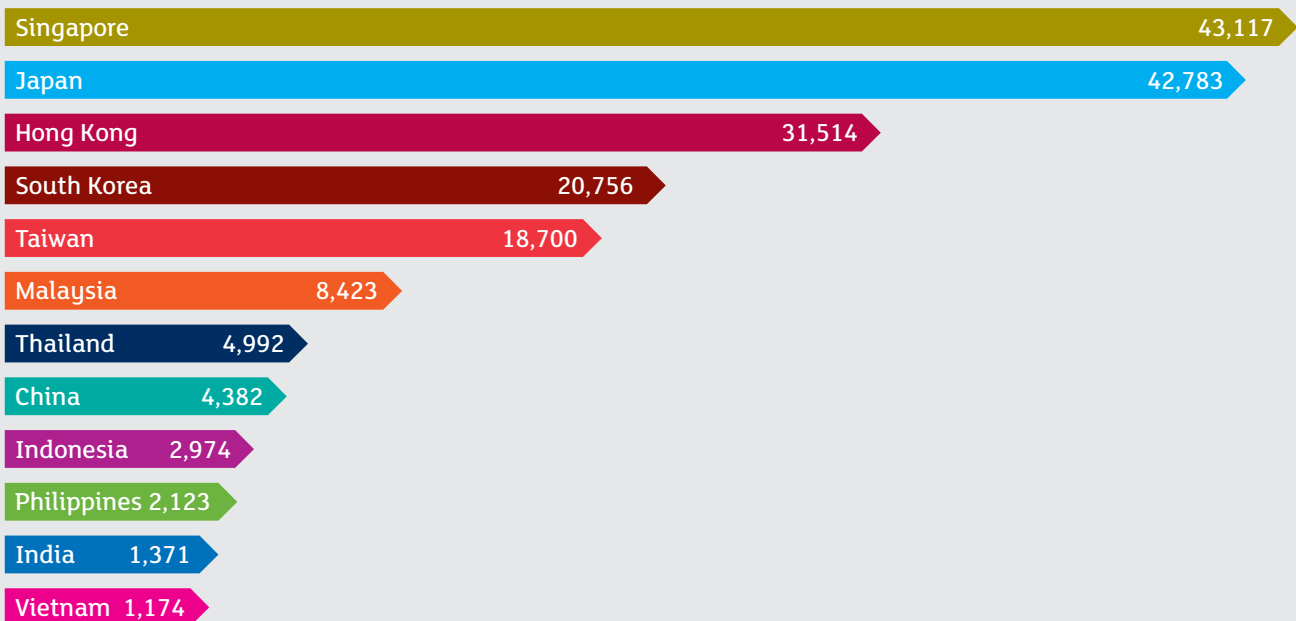
Population vs mobile phone subscribers



GDP PPP per capita (US\$)



GDP per capita (US\$)



Sources: IMF, October 2011; CIA. PPP rates provide a standard measure allowing comparison of real price levels between countries



Malaysia

About Malaysia

Decades of strong industrial growth and political stability have made Malaysia one of South East Asia's most vibrant and successful economies.

It has a young, multi-ethnic population, with around ten million of the country's inhabitants under the age of 18. An active player on the global stage, Malaysia sees itself as a leader in the Islamic and developing world and aims to achieve Developed Nation status by 2020. It has very strong traditional and commercial links with China and India.

Home to an affluent and growing middle class, the country has a healthy appetite for high-quality foreign goods, as reflected in the number of British stores present there. Malaysia's close relationship with the UK is fostered by historical and educational ties, thriving trade and investment links, a familiar commercial and legal framework, and the widespread use of English.

Famed for its beautiful beaches, stunning scenery and dense rainforests, Malaysia has a burgeoning tourism industry. It is also opening up its services sector, especially finance, to foreign firms, while the development of ICT projects such as the Multimedia Super Corridor will only increase the country's investment appeal. A Free Trade Agreement with the EU, currently under negotiation, promises further liberalisation of the Malaysian economy.

Other key opportunities for UK companies include the development of the education sector, which has been allocated £10 billion under the tenth Malaysian Plan (2011-2015) and Economic Transformation Programme, and oil and gas, where Malaysia is fast becoming the regional centre for subsea engineering and procurement activities.



Business etiquette

Malaysians may spend a considerable amount of time studying your business card before meetings so that they have an understanding of your seniority (capacity for decision-making) within your company.

Contact details

Carolyn Miranda
Assistant Trade Manager
British High Commission
185 Jalan Ampang,
50450 Kuala Lumpur
Malaysia

Tel: +603 2170 2217

Email: carolyn.miranda@fco.gov.uk

www.ukti.gov.uk/malaysia

www.ukti.gov.uk/fcouupdates



Did you know?

Value sales of food and beverage products through modern retail outlets in Malaysia are forecast to increase by 36.9 per cent by 2013.



Know before you go

Securing your first order in Malaysia may take some time. A willingness to work closely with and actively support your local business partner is key to success.



Avoid making a business trip to Malaysia during the Muslims' fasting month of Ramadan, especially if your target customers are in the government sector or government-linked companies."

James Chan, Senior Trade Manager, British High Commission, Kuala Lumpur

Key facts about Malaysia

Capital	Kuala Lumpur
Population	28.4 million
Official languages	Bahasa Malaysia
Currency	Malaysian Ringgit (MYR)
Time difference from GMT	+8 hours
Flight time from UK	13 hours



The Philippines

About the Philippines

Made up of over 7,100 islands, the Philippines is one of the world's largest English-speaking countries. Offering a liberalised and fast-growing economy, an expanding middle class and a highly Westernised culture, the dynamic Philippines market is brand-conscious and very receptive to foreign goods and investment. The EU and the Philippines successfully negotiated a Partnership and Co-operation Agreement in 2010.

The Philippines is home to a well-developed network of communications and transportation infrastructure, a highly skilled and educated workforce, a flourishing civil society and a lively independent media. Its strategic location, lying astride major international shipping lanes and within around four hours flying time to any capital in South East Asia, makes it a potential gateway for investors to the wider Asian region. As of October 2011, annual remittances from overseas Philippine workers amounted to over US\$16 billion (6 per cent growth, year on year), fuelling domestic spending.

Privatisations and reforms are underway in the electricity, water and waste management sectors; infrastructure projects in mass transport, healthcare, education and agriculture are increasingly being opened up to private finance and operators under the Philippine Government's PPP thrust; and construction is booming. There are specialised economic and IT ready-to-occupy offices and production facilities, computer systems and building monitoring services, as well as fiscal incentives for locators.

There are also opportunities in aid-funded business across a wide range of sectors, with the Asian Development Bank (ADB) being headquartered in Manila. Foreign suppliers or contractors can bid on ADB projects either directly or indirectly through local agents or distributors.



Business etiquette

Filipinos are highly sociable people. Networking activities are a good source of business introductions.

Contact details

Derek Page
Director of Trade and Investment
British Embassy Manila
120 Upper McKinley Road
McKinley Hill
Taguig City 1634
The Philippines

Tel: +63 (2) 858 2200

Email: derek.page@fco.gov.uk

www.ukti.gov.uk/philippines

www.ukti.gov.uk/fcouupdates



Did you know?

The Philippines boasts three of the world's largest shopping malls, based on floor area.



Know before you go

Local currency should be retained to pay the PHP750.00 per passenger airport departure tax.



Filipinos place importance on status and seniority, especially at the start of a relationship. Government officials are addressed by their titles, while Mr. and Ms. are the usual forms of address for new contacts."

Derek Page,
Director of Trade and Investment,
British Embassy, Manila

Key facts about the Philippines

Capital	Manila
Population	94 million
Official languages	Filipino, English
Currency	Philippine Peso (PHP)
Time difference from GMT	+8 hours
Flight time from UK	13.5 hours

Singapore



About Singapore

Singapore is a small but wealthy city-state, occupying a strategically vital location at the southernmost tip of Peninsular Malaysia, where major sea lanes between east and west converge. Globally connected, multicultural and cosmopolitan, Singapore offers a conducive commercial environment, especially to creative and knowledge-driven businesses.

English-speaking Singapore is a model of economic development, enjoying almost uninterrupted high economic growth since independence from the UK in 1965. By the 1990s, it had GDP per capita levels similar to many OECD countries and was acknowledged widely as one of Asia's "tigers" – an incredible achievement given its size and lack of natural resources.

An international financial centre (it is the fourth-largest foreign exchange trading centre in the world) and trading hub, Singapore has excellent transport connectivity and is an ideal springboard to the wider Asia-Pacific region. Companies, both domestic and foreign, can rely on protection of their ideas and innovations through Singapore's rigorous enforcement of its strong intellectual property laws.

Singapore's historic role as a regional entrepôt and trans-shipment centre has traditionally created opportunities across a broad spectrum of sectors, including advanced engineering, biomedical sciences, creative industries, environment, financial services, education and training, infrastructure development and oil & gas.

This has proved a powerful lure to UK companies: Singapore is the UK's largest trading partner in South-East Asia and one of its largest export markets outside Europe, while the UK is also the largest investor in the city-state. In 2010, the EU opened negotiations for a free trade agreement with Singapore, which, once signed, should boost the bilateral relationship even further.



Business etiquette

Bring lots of business cards to meetings. They should be presented with both hands and with the name facing the recipient.

Contact details

Stephen Hill
Senior Trade & Investment Officer – R&D
British High Commission
100 Tanglin Road
Singapore 247919

Tel: +65 6424 4382

Email: stephen.hill2@fco.gov.uk

www.ukti.gov.uk/singapore

www.ukti.gov.uk/fcoupdates



Did you know?

Singapore has been consistently ranked number one globally by the World Bank in its annual "Ease of Doing Business" report.



Know before you go

Certain businesses, such as financial services companies, chemical producers and automotive manufacturers, have to apply for special licences in order to establish themselves in Singapore.



Small talk or casual chat is common at the start of meetings and is part of the "getting to know you" phase. You may be asked questions about your background or other personal details."

Stephen Hill, Senior Trade & Investment Officer, British High Commission, Singapore

Key facts about Singapore

Capital	–
Population	5 million
Official languages	English, Mandarin, Malay, Tamil
Currency	Singapore dollar (SGD)
Time difference from GMT	+8 hours
Flight time from UK	13 hours



South Korea

About South Korea

South Korea is one of the world's most vibrant and developed markets, with a consistently resilient and successful economy. It has a GDP of around US\$1 trillion and per capita purchasing power is some US\$30,000. Well-known South Korean brands include Samsung, LG, Hyundai, KIA and Daewoo.

South Korea's sophisticated, affluent and globally aware consumers are eager to experience the latest fashion and products from around the world. Many in their 20s and 30s have travelled internationally and have substantial amounts of disposable income. Almost three-quarters of South Koreans undertake post-graduate study and are eager to excel.

In July 2011, the EU-South Korea Free Trade Agreement came into force, presenting opportunities for greater UK-Korean collaboration. Key areas include ICT, where South Korea is a true world leader, boasting the highest household internet penetration in the OECD, the world's fastest broadband speeds and the highest 3G mobile usage.

Automotive is another promising sector for UK firms; South Korea has been the world's fifth-largest automotive producer for three consecutive years. There are also opportunities to collaborate in aerospace, with the South Korean Government looking to develop a small- and medium-sized aircraft manufacturing value chain.

It is also now pursuing a low carbon agenda and has pledged to spend 2 per cent of GDP on green issues. This presents opportunities for companies active in areas such as green building and renewable energy.

Pyeongchang in Western Korea will host the Winter Olympics in 2018. This will present opportunities to firms involved in the global sports sector.



Business etiquette

Ask questions from several directions to verify that your message has been communicated accurately and is fully understood.

Contact details

Clifford Bebb
Head of Trade
British Embassy Seoul
Sejong-daero 19-gil 24
Jung-gu, Seoul 100-120
South Korea

Tel: +82 2 3210 5621

Email: clifford.bebb@fco.gov.uk

www.ukti.gov.uk/southkorea

www.ukti.gov.uk/fcoupdates



Did you know?

South Korea is the most wired country on the planet. 100MB broadband is common and pilots are now using 1GB broadband to allow consumers to download HD television.



Know before you go

Being introduced to a South Korean company by a trusted third party, such as the British Embassy, is more effective than going in cold.



Be ready to start meetings with a personal chat – Koreans like to know who they're dealing with before they move on to the business part of the agenda."

**Clifford Bebb, Head of Trade
British Embassy Seoul**

Key facts about South Korea

Capital	Seoul
Population	50 million
Official languages	Korean (written form: Hangeul)
Currency	South Korean Won (KRW)
Time difference from GMT	+9 hours
Flight time from UK	11 hours



Taiwan

About Taiwan

Taiwan has a sophisticated consumer market, where growing knowledge of the UK and an appreciating currency make British goods and services increasingly popular. Over the last three decades, it has averaged GDP growth of around 8 per cent (over 10 per cent in 2010) and enjoyed rising levels of investment from overseas. It is ideally situated adjacent to China, with which it normalised economic ties and reduced tariffs in 2010, and is within easy reach of major commercial centres and ports in the ASEAN region.

A high-tech powerhouse, Taiwan leads the world in the manufacture of computer-related products and semiconductors. It has developed one of the most advanced telecommunications networks in Asia and wireless penetration has almost reached saturation levels. Taiwan aims to be a world leader in becoming entirely wireless, with broadband access ports located throughout the island. Almost half of the top 100 IT companies in Asia have a presence in Taiwan, which is also a global centre for R&D. Taiwan was ranked top in Deloitte's Technology Fast 500™ Asia Pacific programme 2011.

Levels of public and private investment are high. Public investment is particularly focused on promoting the development of six emerging industries: biotechnology; green energy; culture and creativity; medicine and healthcare; tourism and high-end agriculture. It is also targeted at four "intelligent" industries: smart electric vehicles; smart green buildings; cloud computing and patent commercialisation. These present excellent opportunities for UK suppliers – the UK's strengths are well-recognised in Taiwan, particularly in the creative industries and low carbon goods and services.



Business etiquette

Bring plenty of business cards, ideally with Mandarin Chinese translation in traditional characters on the reverse side. The Taiwanese don't use Simplified Chinese characters, which are used in mainland China.

Contact details

Stephen Metti
Director of UK Trade & Investment
British Trade and Cultural Office
26th Floor
President International Building
9-11 Song Gao Road
Taipei 11073 Taiwan

Tel: +886 (0)2 8758 2066

Email: stephen.metti@fco.gov.uk

www.ukti.gov.uk/taiwan

www.ukti.gov.uk/fcouupdates



Did you know?

Taipei is the third-richest city in Asia, ahead of both Singapore and Hong Kong.



Know before you go

UK nationals may enter Taiwan without a visa if their passport is valid for at least six months. A 90-day stay from the date of landing will be authorised. This may be extended at the discretion of the authorities for a further 90 days.



It takes only 90 minutes by high-speed rail to travel between Taiwan's two largest cities, Taipei and Kaohsiung. Efficient MRT systems run in major cities, and taxis are cheap and plentiful."

Stephen Metti, Director of Trade & Investment, British Trade and Cultural Office, Taipei

Key facts about Taiwan

Capital	Taipei
Population	23 million
Official languages	Mandarin Chinese
Currency	New Taiwan dollar (TWD)
Time difference from GMT	+8 hours
Flight time from UK	12.5 hours

Case Study

Reach for the stars



Mike Andrews, CFO of UK company Global Immersion, shares his secrets and insights for business success in Asia.

Global Immersion designs, builds and integrates high-performance digital planetariums and 3D and 4D theatres. Since our inception in 2007, we've delivered significant projects for Disney, NASA and the Adler Planetarium in Chicago.

We were formed out of a management buyout from SEOS Limited which had established footholds in South Korea, Indonesia, India, Singapore and Malaysia. It was therefore natural we should focus on exploring the education and entertainment sectors in Asia to grow our business.

We took part in a four day UKTI delegation to China and Hong Kong. UKTI arranged for us to meet senior executives from museums, theme parks and casinos, which helped us develop several multi-million pound contracts in the region. We also began making contacts in Taiwan, ultimately supporting lucrative project wins such as the Tainan Science and Education Museum.

Working with someone who understands local markets was crucial – a reseller in Taiwan became our eyes and ears in the region. The partner firm's knowledge has also helped us overcome many cultural, legal and financial obstacles.

Higher disposable incomes across much of Asia mean people are increasingly looking for more innovative ways to be entertained. Investment in education is also increasing; more than 400 new science parks are planned in China over the next decade, representing significant opportunities for us.

We've always looked to international markets. This year we aim to strengthen our presence in China as well as develop a strategy for entering the Indian market. UKTI has secured introductions to a number of senior government officials there to help us seize these opportunities.

www.globalimmersion.com



In 2011, 95 per cent of our revenue was generated overseas

In 2011, Global Immersion was named "International Business of the Year" at the prestigious Gatwick Diamond Business Awards.



Mike's top five tips to success in Asia:

1. Work with local partners. They will know what and when things need to be done.
2. Ensure you are aware of local customs and etiquette.
3. In Taiwan, trust is often considered more important than a contract.
4. Be prepared for high levels of bureaucracy.
5. Work with UKTI. Its reputation for helping and advising UK companies is well-founded.

In 2011 Asia-based customers accounted for 22 per cent of Global Immersion's sales.

22%

Thailand



About Thailand

Divided geographically into four regions comprising 77 provinces, Thailand is one of the largest growth markets in Asia and a major international tourist destination. Over a number of years, the country has managed to transform its economy from one that was primarily agriculture-based to one of the most diverse in the region. The use of English is widespread among larger companies, while internet usage is increasing rapidly.

Newly industrialised Thailand has a well-developed infrastructure, high levels of literacy, improved and modernised transportation facilities, upgraded IT and communication systems and state-of-the-art industrial estates. It also has generally pro-investment policies, with the Thai Government offering a range of tax incentives, support services and import duty concessions to companies from various sectors seeking to invest in the market. A recent survey conducted by the Japan External Trade Organization (JETRO) stated that Thailand was the “most optimal location for establishing a production/sales base in the coming five to ten years.”

Thailand, which has taken an increasingly active role on the international stage in recent years, has a welcoming approach to UK companies and British goods enjoy an excellent reputation there. The UK is Thailand’s most significant European investor and its second-largest European exporter, attracted by the country’s wide range of business opportunities. In particular, Thailand’s economic growth has created openings for UK firms in sectors such as electrical power, telecommunications and renewable energy. Thai consumers are also creating opportunities for new sales of UK medical products, cosmetics, security equipment, food supplements and educational services.



Business etiquette

Presentations, proposals and contracts can be produced in English, although it is important to use fairly simple and non-idiomatic language to avoid any misunderstandings.

Contact details

Bradley Jones
Director of Trade and Investment
British Embassy Bangkok
14 Wireless Road
Bangkok 10330
Thailand

Tel: +66 2 305 8205

Email: bradley.jones@fco.gov.uk

www.ukti.gov.uk/thailand

www.ukti.gov.uk/fcoupdates



Did you know?

Within ASEAN, Thailand’s economy is in the top three in terms of size and volume of international trade.



Know before you go

Thai people have a deep, traditional reverence for their monarchy. Visitors should be careful to show respect for the King, the Queen and members of the Royal Family.



There has been a leap in the number of radically innovative advertising campaigns in Thailand, with local consumers increasingly receptive to offbeat marketing approaches.”

Bradley Jones, Director of Trade and Investment, British Embassy, Bangkok

Key facts about Thailand

Capital	Bangkok
Population	64 million
Official languages	Thai
Currency	Thai Baht (THB)
Time difference from GMT	+7 hours
Flight time from UK	11 hours

Case Study

The Thais that bind make great global business



Simon Northrop of UK company M&C Energy Group, shares his secrets and insights for business success in Asia

M&C Energy Group has helped businesses improve energy efficiency and save money since 1976.

We explored Asian markets when several of our European clients moved their operational facilities to South-East Asia. Driven by the search for lower labour costs, many found they faced higher energy costs compared to Europe.

We soon secured opportunities within commercial and industrial markets in Malaysia. A more international presence led to us working with companies that also had a global presence. The absence of unnecessary bureaucracy there makes it more straightforward for English-speaking companies.

After opening an office in Kuala Lumpur in 2000, we began discussions with a large multinational company in Thailand. Having a local base was essential; calculating that our data processing and market analysis functions could be operated more efficiently there resulted in us setting up in Bangkok in 2001.

We had to satisfy the requirements of the Thailand Board of Investment by demonstrating social and financial commitments. We also learned some important cultural lessons: Thais are proud, respectful and family-orientated; they expect employers to show interest in their family life. Factoring in these helped foster loyalty and benefited us commercially.

Thai employees possess a positive attitude. During last year's floods, many endured four-hour commutes and worked overnight to protect productivity. It's no surprise Thailand has become our biggest base outside of the UK.

Our Malaysian and Thai colleagues are extremely receptive to new skills and products and services from the West. UKTI's campaign will help other UK companies grasp commercial opportunities and realise growth ambitions.

www.mcenergygroup.co.uk



Headquartered in Dunfermline, M & C Energy Group opened its Malaysian and Thai offices in 2000 and 2001.

M & C Energy Group employs more than 500 people across Europe, Asia-Pacific and the United States of America.



Simon's top five tips for success in Thailand and Malaysia:

1. Don't challenge authority and always be polite.
2. Ensure you're clear with explanations to avoid information being misinterpreted.
3. Always verify language skills. Spoken English is not well tested up to university level in Thailand.
4. Learn and be respectful of Thai culture. It generates huge loyalty.
5. Research opportunities in Malaysia. It is the least complicated country in Asia for an English-speaking company to work in.

M & C Energy Group serves more than 3,500 clients, with a combined energy spend of over £8 billion.



Vietnam



About Vietnam

Vietnam has one of the fastest growing, most vibrant economies in Asia. Over the past decade, economic growth has been second only to China and GDP has been doubling every ten years since 1986.

Measuring 1,650km from north to south, Vietnam has the third-largest population in South East Asia, over half of which is below the age of 25.

It is estimated that the population will reach 120 million by 2020 – a statistic that makes the country very attractive to investors and exporters.

In a recent report by PricewaterhouseCoopers, which explored the potential growth of the G20 as well as that of selected emerging markets, Vietnam has been predicted to enjoy the highest projected annual growth of 8.8 per cent by 2050, surpassing countries such as India and China.

Vietnam is a particularly exciting market in terms of port development, thanks to its 3,260km coastline. The national seaport system has 114 harbours, of which 30 are main ports with 40kms of berth and 170 million tonnes of cargo-handling capacity. This has been earmarked for expansion.

Key facts about Vietnam

Capital	Hanoi
Population	88 million
Official languages	Vietnamese
Currency	Dong (VND)
Time difference from GMT	+7 hours
Flight time from UK	13 hours

Finance is another burgeoning sector. The Vietnamese financial market has rapidly expanded in recent years and has gained great strategic importance at the global level. With the rapid liberalisation, privatisation and globalisation of the market, Vietnam has become a preferred destination for an increasing number of international financial investors. Both banking and insurance represent highly untapped potential.

In 2010, a Strategic Partnership agreement was signed between Vietnam and the UK to elevate the bilateral relationship – including trade and investment – to the highest level.



Business etiquette

The order for Vietnamese names is family name, middle name and given name. When referring to someone, use his/her given name with the appropriate title. For example, someone called NGUYEN Phuong Dung would be referred to as Mr Dung.

Contact details

Paul Higham
Senior Commercial Officer
British Consulate-General
25 Le Duan
D1
Ho Chi Minh City
Vietnam

Tel: +84 (0)8 3825 1380

Email: paul.higham@fco.gov.uk

www.ukti.gov.uk/vietnam

www.ukti.gov.uk/fcoupdates



Did you know?

The total revenue of the Vietnamese telecom and IT industry increased 19 times between 2000 and 2010, to US\$17 billion.



Know before you go

Trying to find a Vietnamese partner/agent by cold calling or email is unlikely to be successful.



Apply for a visa in plenty of time. Do not leave it until the last minute.”

Paul Higham,
Senior Commercial Officer,
British Consulate-General,
Ho Chi Minh City

Case Study

The power of talent in Vietnam



Paul Smith, executive chairman of UK company Harvey Nash Outsourcing, shares his secrets and insights for business success in Vietnam

Harvey Nash has been doing business in Vietnam for over 11 years now. I'm passionate about the country and all that it offers both to Harvey Nash and other UK companies looking to grow in Asia.

Harvey Nash is a global IT outsourcing provider and professional recruitment consultancy, with international clients ranging across governments, businesses and institutions.

It was over a bowl of noodles that the decision was made to explore Vietnam! A client at the time wanted us to base Harvey Nash's software business arm in India, but while discussing this with him in a Vietnamese restaurant, the waiter overheard our conversation and suggested we meet his brother, a software engineer in Vietnam and set up there instead.

We investigated the market and initially partnered with a local company in a joint venture capacity before fully acquiring the business in 2006 and growing it from there.

We now employ 4,500 people in two bases in the country developing software applications, R&D and maintenance services for clients in 33 countries. From here we generate 30 per cent of Harvey Nash Outsourcing's revenue.

Being in Vietnam has had a huge effect on our business; the entrepreneurial spirit, drive and energy of our Vietnamese colleagues has given extra impetus to everyone at Harvey Nash. It has also helped us weather the storm of the recession, gain market share and secure some important deals.

Vietnam is such a flourishing country with so much potential for UK businesses. Of course doing business there is not without its challenges, but it's been well worth the effort.

www.harveynash.com



Established in 1988, Harvey Nash first entered the Vietnamese market in 2000 and now has offices in Hanoi and Ho Chi Minh City.

London-based company with 500 employees in the UK, 38 global offices and revenues of £422 million.



Paul's top five tips to doing business in Vietnam:

1. Be persistent – entering into the Vietnamese market is not a short-term investment.
2. Building relationships is crucial – focus on trust, loyalty and commitment.
3. Do your homework and spend as much time as you can there.
4. 83 per cent of all graduates have a science degree, so a great market for technology or science businesses.
5. English is widely spoken – so fewer language barriers to overcome.

56 per cent of the Harvey Nash team in Vietnam is female with many in senior management or technical roles.

56%

Celebrating British Business Success in Asia



Are you a UK business currently trading in one or more of the 12 markets featured here? Could you inspire other companies with your story of success? Would you like to have your success celebrated? Are you willing to share your experiences and advice with other businesses thinking of exporting to Asia?

UKTI's Asia Task Force are looking for UK-based companies from all industry sectors to demonstrate the success of, and demand for, UK innovation, products and services in 12 of the most dynamic markets in Asia. This showcase of British business success will help to raise awareness of the opportunities that exist across the Asian markets, and inspire and motivate others to grow and expand their business there.

Why should I take part?

Just like the companies featured in this brochure, each company featured in the showcase will tell their own story of doing business in Asia; highlighting the challenges and rewards to encourage others to follow in their footsteps. Being accepted into the showcase could deliver real benefits which include:

- Profile opportunities within the Asia Task Force campaign, reaching a wide UK and international business audience
- Profile across UKTI / FCO website and social media outlets and within export resources and toolkits
- Potential participation in campaign events throughout 2012/13 including an exclusive event for showcase members in March 2013.
- Be an active role model and inspiration to others across the business community
- Potential editorial coverage in selected media outlets

How can I take part?

Entry details and a nomination form are available on www.businessinasia.co.uk. Our panel of expert judges will be looking for a diversity of examples of export success as well as a commitment by each company to inspire and mentor others. Nominees will need to demonstrate they have:

- Export success in the last two years in one or more of the 12 Asian markets
- An interesting story to tell about their Asian export success
- A willingness to share experiences, advice and tips to inform and inspire other businesses in their sector or region
- A commitment to participate in the UKTI AsiaTask Force campaign including events, media activity, digital engagement and marketing

To enter, visit:
www.businessinasia.co.uk

Trade and Investment Services

Services for UK Exporters

Whether your firm is starting out or experienced in exporting, UK Trade & Investment and our partner organisations can help to make it as easy as possible to do business internationally.

Passport to Export

Provides new and inexperienced exporters with the training, planning advice and ongoing support they need to succeed in overseas markets.

Gateway to Global Growth

Offers a strategic review, planning advice and support to experienced exporters to help them build on their success and develop new overseas markets.

Export Communications Review (ECR)

Assesses the way companies communicate with overseas customers and makes practical recommendations for improvement.

Events and Seminars

Held across the UK and overseas, these briefings offer business/networking opportunities and market information and allow UK firms to showcase their capabilities.

www.ukti.gov.uk

An invaluable source of up-to-date country, sector, event and contact information. Bookmark the url and set up alerts to receive daily content updates.

Overseas Business Risk

UK Trade & Investment and the Foreign and Commonwealth Office can provide key information to help you manage the risks of doing business overseas.

Tradeshaw Access Programme

UK Trade & Investment's Tradeshaw Access Programme (TAP) provides grant support for eligible SME firms to attend overseas exhibitions.

Overseas Market Introduction Service (OMIS)

A chargeable, tailored service to access market and industry information, identify potential contacts or plan events.

Export Marketing Research Scheme (EMRS)

Offers support, advice and some grant funding to eligible companies wishing to research a potential export market.

Business Opportunities

Personalised email alerts informing businesses about relevant opportunities and developments.

Market visits and Trade Missions

Organised to help UK companies visit the market they're interested in and talk face-to-face with prospective business partners.

UK Export Finance

If you are a UK business looking for a finance package or credit insurance to support your export growth, UK Export Finance may be able to help. Contact us on **+44 (0)20 7512 7887** or **www.ecgd.gov.uk**

Intellectual Property Office

The official government body responsible for granting Intellectual Property (IP) rights in the United Kingdom. We offer a range of services to help you apply for, and maintain, your intellectual property. **www.ipo.gov.uk**

Scottish Development International

We help Scotland-based companies develop their international trade, offering a range of services to assist businesses who are entering foreign markets for the first time or expanding their overseas operations. **www.sdi.co.uk**

Invest Northern Ireland

As the business development agency for Northern Ireland, our role is to grow the local economy. We do this by helping new and existing businesses to grow and compete internationally, and by attracting new investment to Northern Ireland. **www.investni.com**

Welsh Assembly Government

The Welsh Assembly Government is behind ambitious, Wales-based businesses looking to enter or expand their global markets. **www.ibwales.com**

Useful Contacts

UK Trade & Investment is the Government department that helps UK-based companies succeed in an increasingly global economy. Our range of expert services can be tailored to meet the needs of your company to maximise your international success.

They are delivered through an extensive network of market specialists, based in the UK and across the globe.

You can find contact details for your local UKTI International Trade Adviser on our website: www.ukti.gov.uk

or telephone us: +44 (0)20 7215 8000.

Our helpline is open from 9.00am to 5.00pm Monday to Friday.

UKTI East

Tel: +44 (0)8456 419 955
Email: info@uktieast.org.uk

UKTI East Midlands

Tel: +44 (0)8450 524 001
Email: info@uktiem.co.uk

UKTI London

Tel: +44 (0)20 7234 3050
Email: info@uktilondon.org.uk

UKTI North East

Tel: +44 (0)8450 505 054
Email: enquiries@ukti.rito.co.uk

UKTI North West

Tel: +44 (0)8456 037 053
Email: info@uktinorthwest.co.uk

UKTI South East

Tel: +44 (0)8452 789 600
Email: info@uktisoutheast.com

UKTI South West

Tel: +44 (0)8456 060 969
Email: enquiries@uktisouthwest.org

UKTI West Midlands

Tel: +44 (0)8450 743 515
Email: info@wmchambers.co.uk

UKTI Yorkshire and the Humber

Tel: +44 (0)300 365 1000
Email: info@uktityorkshire.co.uk

Invest Northern Ireland

Tel: +44 (0)28 9023 9090
Email: customerservicemgr@investni.com

www.investni.com

Scottish Development International

Tel: +44 (0)800 917 9534
within Scotland
Tel: +44 (0)141 228 2828
from the UK

www.sdi.co.uk

Business Wales

Tel: +44 (0)300 060 3000
Email: businessinformationhelpline@wales.gsi.gov.uk

www.business.wales.gov.uk

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UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

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