

Asia: do you have the supply chain insights you need to succeed?



As the developed markets remain fragile, there is a clear consensus that the route to global economic recovery lies in Asia's emerging markets.

The question is: do you have the supply chain insights to unlock Asia's rich potential?

Prolific opportunities

The Asia Era is indisputably here—and now. Any company that is serious about business growth needs to be here, sourcing or selling – or both.

Booming production and consumption markets are driving economic prosperity throughout the region.

- By 2030, Asia will account for 66% of the world's middle class population
- The Asia Era already has millions of constantly connected digital natives, all of them tech savvy and globally aware – with money to spend.

Significant challenges

Inevitably, unlocking Asia's opportunities presents its own challenges – especially when it comes to logistics networks and supply chain ecosystems.

Asia is highly diverse and formidably complex. The region's dynamic economies span the full spectrum of developed, developing and emerging markets – all at different stages of maturity and sophistication.

The nuances can be difficult to read and expensive to ignore.

Whether you are pursuing production or consumption opportunities, making informed decisions about location, supply base and logistics networks is fundamental to your success.

How to gain the insights to unlock Asia's rich potential?

Industry expert Mark Millar delivers thought-provoking executive briefings that share the key learnings gained from his 20 years on-the-ground experience in Asia.

He provides a round-the-region overview of the key ASEAN emerging markets, providing informed insights on the numerous opportunities - and challenges.

Mark's insights include an exclusive briefing on CHINA supply chain and logistics, including the latest trends and developments in production and consumption.

Vital insights

M Power Associates is your gateway to the knowledge and networks you need to better navigate the challenges of doing business in Asia.

With over 100 years' combined experience across the region, the unique M Power network of supply chain experts is led by managing partner Mark Millar FCILT, a recognised business leader in Asia.



Mark Millar, MBA, FCILT

Based in Hong Kong, Mark is regularly commissioned to share his first-hand knowledge of supply chain trends and economic developments in Asia.

Among other critical areas, his expertise covers shifts in the manufacturing landscape; the relative strengths and weaknesses of alternative production locations; logistics challenges and opportunities and the supply chain dynamics of the region's rapidly expanding consumer markets.

Author of 'Global Supply Chain Ecosystems' from publisher Kogan Page, Mark serves in leadership roles with several industry associations and regularly participates in supply chain events around Asia, including China, Hong Kong, Singapore, India, Thailand, Malaysia, Vietnam, Indonesia, the Philippines and Myanmar.

To make better informed business decisions about your supply chain strategies in Asia:

Contact

Mark.Millar@mpowerassociates.com
Hong Kong +852-9468-5295

Informed is Empowered.

