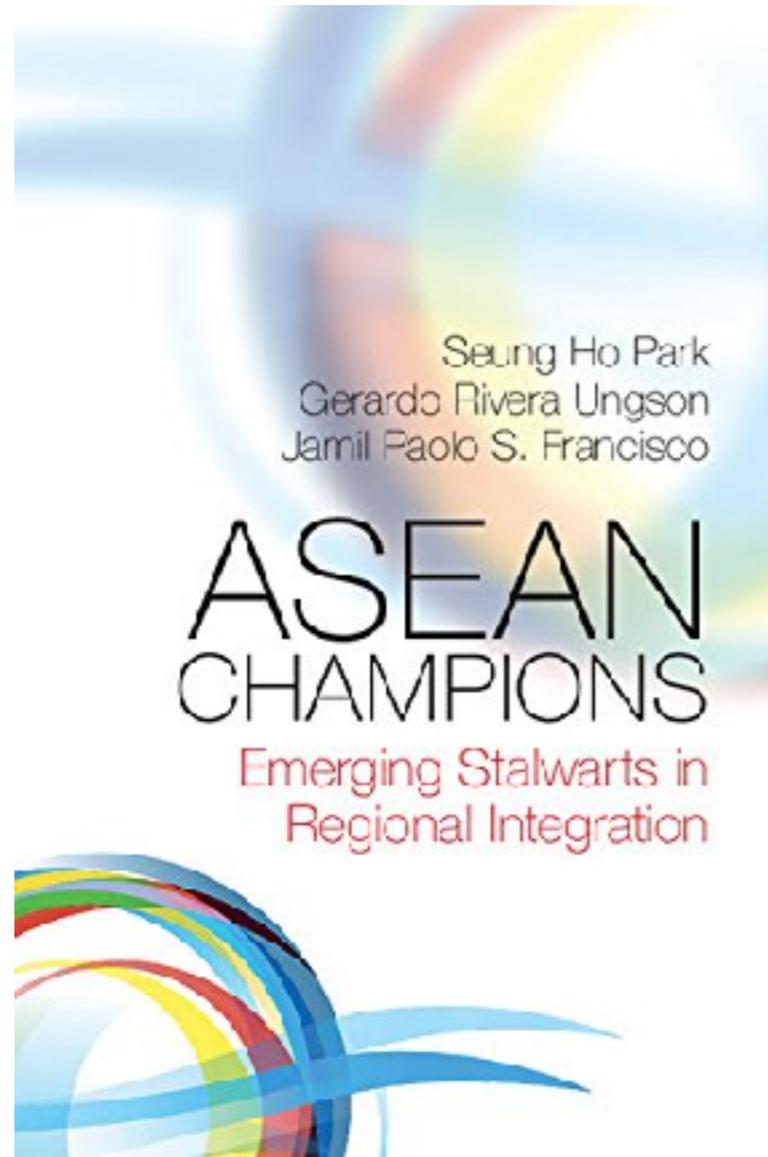
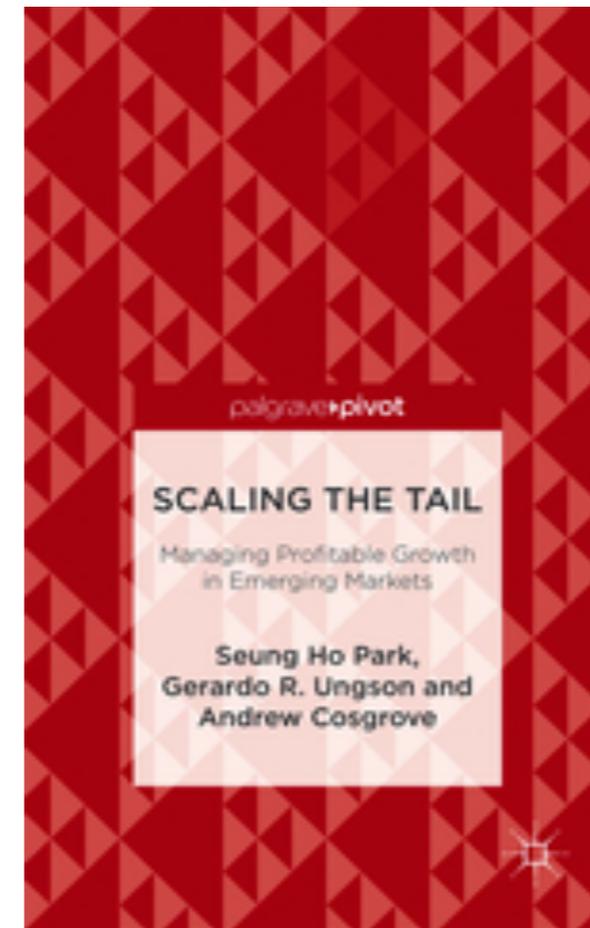
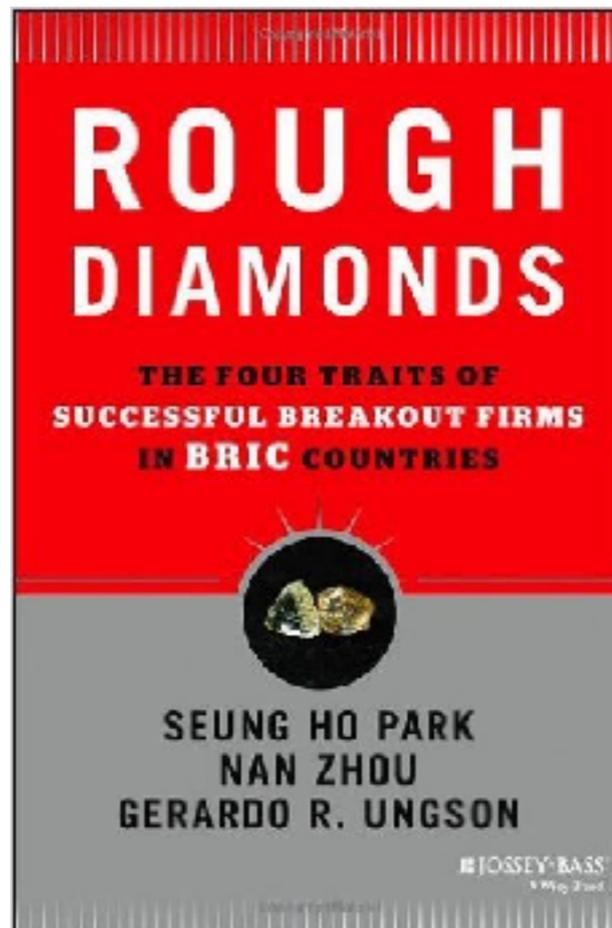


ASIAN INSTITUTE OF MANAGEMENT



- 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.

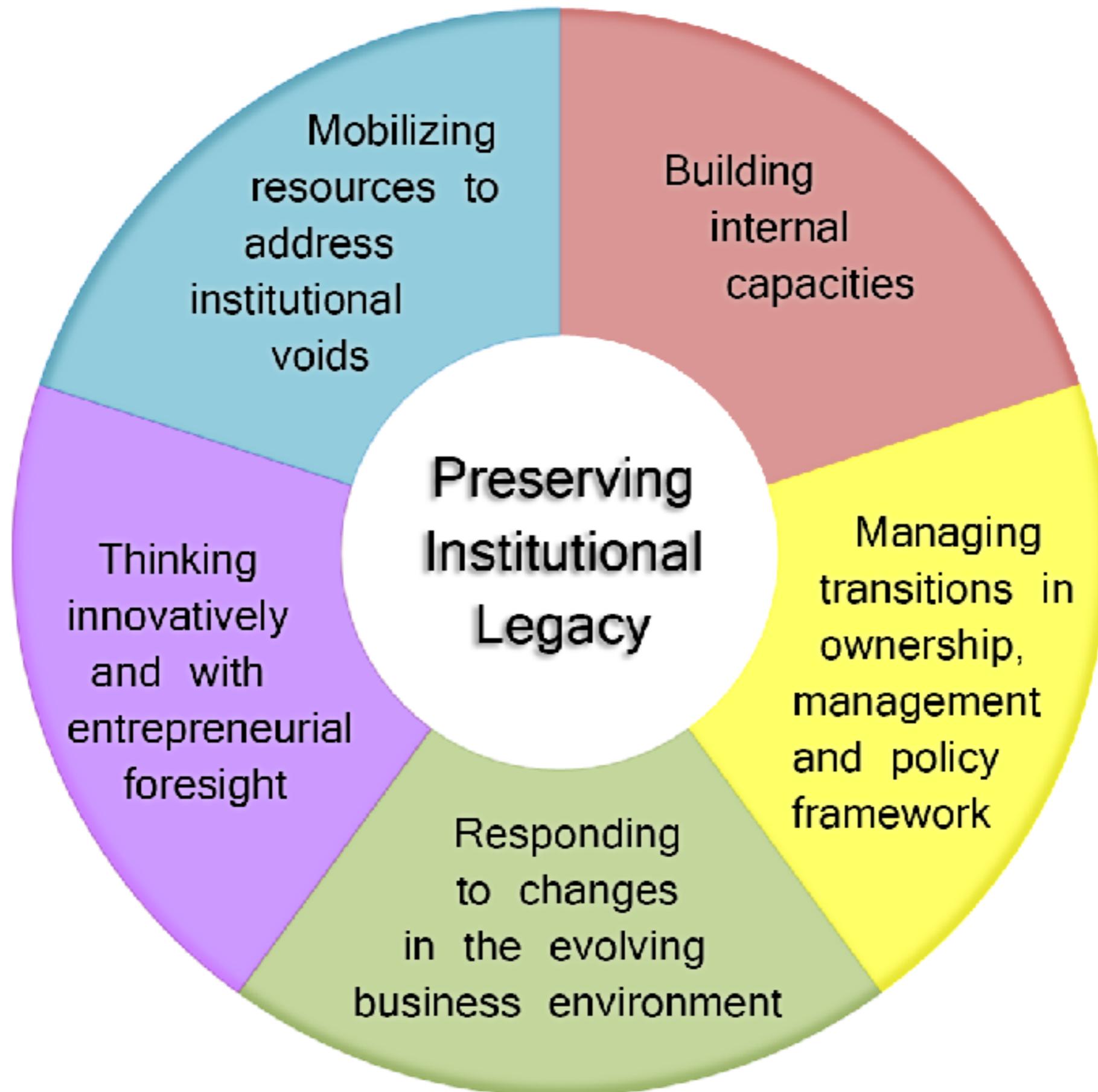
Shortlist of 64 companies with higher growth and profitability than average of top 500 companies in each country

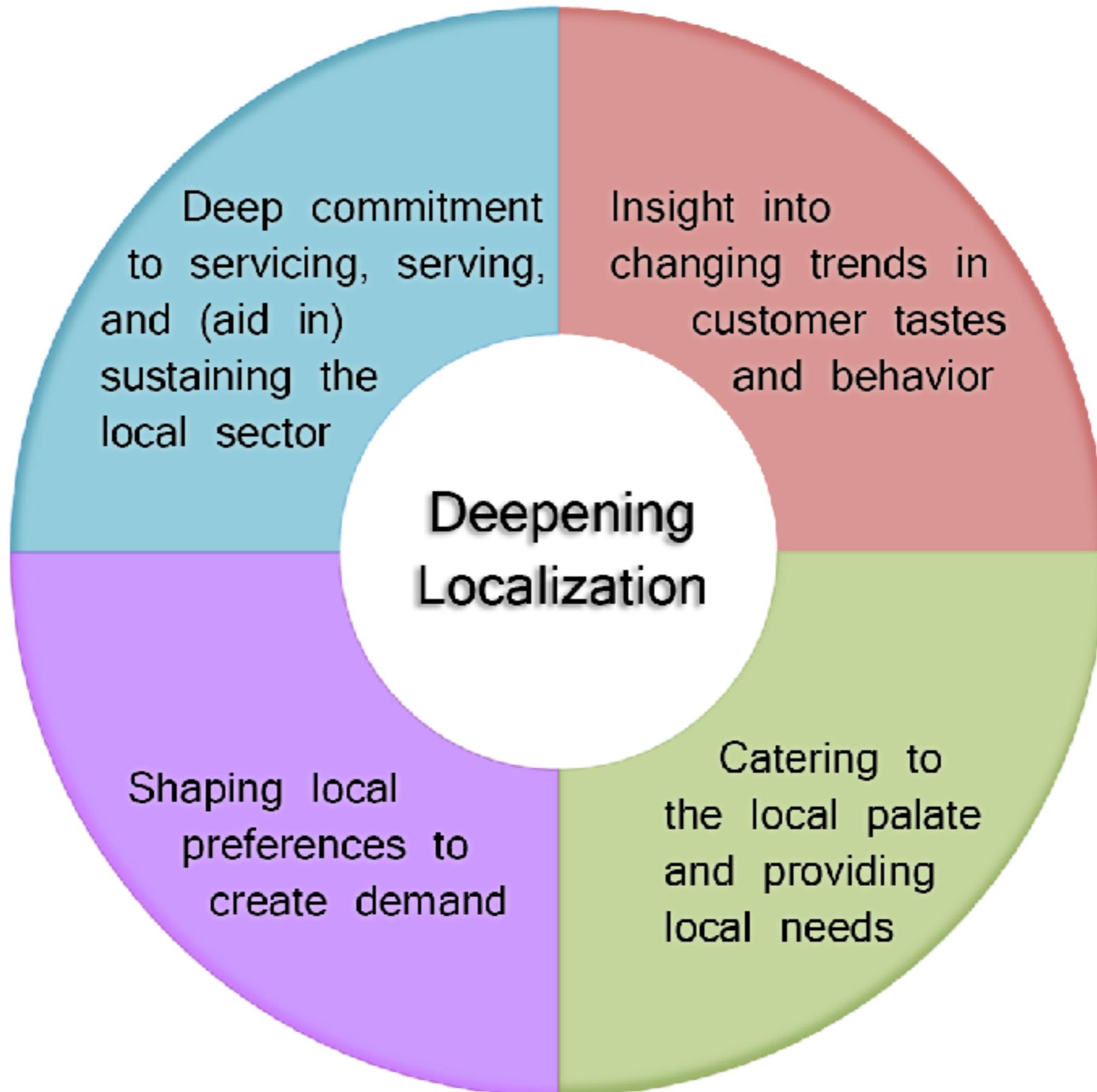
Review of ownership structure and consultations with local experts

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?**









**Fostering
Internationalization**

Acquiring
local firms
in overseas
markets

Adopting
a global
outlook

Establishing
regional
distribution
networks

Investing in
product quality
and adopting
international standards

Initiating
integrated
regional
value
chains

