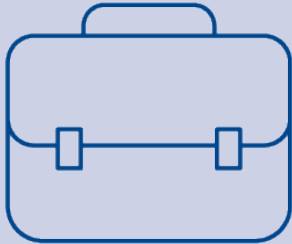


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



ASIA

FOUNDATION LEVEL

INTRODUCTION TO

Doing Business in Asia



Introduction to Doing Business in Asia

Over the next ten years, Asia will deliver two-thirds of global growth, with the IMF predicting that in 2023 the growth rates of India, Vietnam and Indonesia will be among the highest in the world and higher than that of China. However, the region is changing rapidly and competition by other players – from both within Asia and outside – is growing. In addition, Australia's understanding of, and connection to, the region has declined in recent years due to the impact of COVID-19.

To enter this vast market, Australian enterprises must strengthen their capabilities and gain a deeper understanding of the local business climate. For businesses and organisations to succeed in Asia it will be critical to urgently upskill their Asia capability.

This program helps participants build the knowledge and skills to do business across Asia. It focuses on local business styles and how to engage to ensure successful business outcomes.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise awareness of the key cultural drivers that impact the way business is conducted in different Asian countries.



Build understanding of similarities and differences between Australian and Asian business styles and how to respond.



Introduce the skills needed to effectively influence business outcomes and strengthen relationships when working in and with Asia.

Topics covered

1.

Understanding the diversity and complexity of Asia through a brief introduction to key Asian societies, contexts, and cultures.

2.

Key business cultural drivers in Asia - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Asian stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Asia.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

 academy.asialinkbusiness.com.au

 academy@asialinkbusiness.com.au



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