



Doing Business in Asia

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Doing business in Asia

- **Non-homogenous**
- **How regulated?**
- **Sales and distribution channels**
- **Profitability**
- **Marrying corporate culture with local culture**

Guidant's view of Asia



Non-Homogeneity

- **Different cultures**
- **Political stability**
- **Economic stability**

How regulated are these markets?

- **More Regulated**

- China
- Korea
- Taiwan
- Thailand

- **Less Regulated**

- Singapore (this is changing)
- Hong Kong (this is changing)
- India
- Pakistan
- Indonesia
- Malaysia

- **Finding talent?**
- **Who conveys your company's ethics?**
- **Ability to pay?**
- **When to have a distributor versus a direct operation?**

- **Reimbursement structure**
- **Barriers to competitive entry**
- **Cost of living in various countries**
- **Ability to segment markets and customers**
- **Ability to protect IP**

Marrying corporate culture and local culture

- **Getting the corporation “feel” & sensitive to local environment**
- **Code of Business Conduct compliance**
- **Expatriate versus local hire**