

Market Entry Strategy:
Alliance and doing business in the other Greater China region
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Abstract

N.B. In this paper, 'Greater China' means the business area including mainland China, Hong Kong and Taiwan.

'Ethnic Chinese enterprises' refers to enterprises owned by ethnic Chinese who are citizens of Southeast Asian nations.

'Another / The other Greater China business network' means the businesses which are conducted by ethnic Chinese enterprises in the Southeast Asia region.

1. Asia has become a huge market in today's world. Both of Greater China and Southeast Asian businesses are an increasingly important part of Asian business activity.
2. Recently, Japanese companies have been paying particular attention to Southeast Asia because they are accepting the challenge of entering into a new emerging market by investing in the region.
3. It is a fact that most business in Southeast Asia is conducted by ethnic Chinese enterprises. They have an increasingly big economic influence in this region. It can be said that ethnic Chinese living throughout the Southeast Asian region have created a huge economic zone which is equivalent in size to that of Greater China businesses.
That is why I call it the other Greater China business network.
4. Forging an alliance with ethnic Chinese enterprises to enter the Southeast Asian market of the other Greater China business network is an effective strategy for Japanese companies.
5. There is a huge business opportunity for both Japanese companies and ethnic Chinese enterprises, and, at the same time, for Chinese (CN/HK/TW') companies, to collaborate in business activity both in Greater China and in the Southeast Asian region.