

# Building partnerships in Asia

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# Clients

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## **Current and past Asian Projects clients**

- CMP Technology
- Nikkei BP
- IDG Asia
- TechTarget
- *MIT Sloan Management Review*
- *MIT Technology Review*
- PennWell
- Reed Business Information
- Many smaller B2B publishers in Asia, including *A&S Wireless China, Geo Korea, China Poultry, 21ic.com*



# Current outlook

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## Good news

- **Opportunities for U.S. B2B publishers to expand into Asia have never been better, especially in China and India**
- **The Web has leveled the playing field**

## Bad news

- **Expanding into Asia can be risky, expensive and time consuming**
- **Government relations are critical in many markets**
- **The clock is ticking**



# The basics

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- **Three strategies for B2B publishers**
  - 1. licensing
  - 2. joint ventures
  - 3. wholly owned operations
- **People and partners are always key**
  - to help navigate cultural and political mine fields
- **Feasibility plan**
  - to find the right people and partners and develop a workable plan
- **Essentials**
  - patience, flexibility and CEO-level corporate commitment



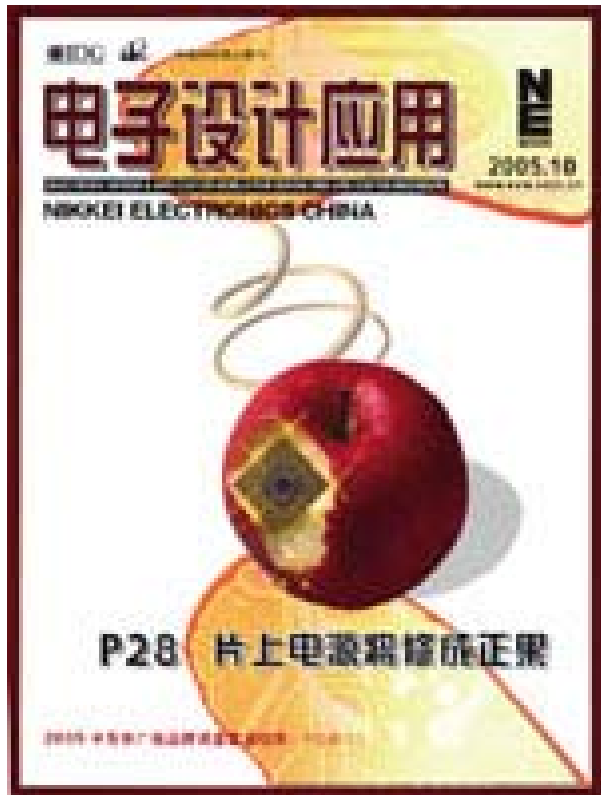
# Roadmap for expansion

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- Talk to **advertisers** and **editors**
- **Prioritize** your markets
- Develop a **strategy** to globalize
- Develop international **champions** and compensate them accordingly
- Set up an international **page** on your Web site
- **Start now** -- the clock is ticking

# Take a multi-faceted approach

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## Nikkei BP

- Licensing content to several local publishers in electronics, biotechnology and general business
- Conference partners with the Beijing Auto Show
- Tech-On! China, a Chinese language web site
- Business and technical seminars
- Guest professorship at Tsinghua University

# Media opportunities are everywhere

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- Several publications in China now looking for partners
  - *Beijing Villa* magazine published by real estate portal Soufun
  - *Grand Wing*, fourth largest airline magazine in China (Hainan Airlines)
  - *Radio Film & Television*, a B2B magazine for the Chinese entertainment industry

# How easily does content cross borders?

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- Overseas information is valuable but not as valuable as home-grown information
- How you create, distribute and market content is often as important as the content you create
- Always be cognizant of how your content is viewed locally



# A journey of 1,000 miles begins with a single email

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