



Robert Quon

Q&A

**FASKEN
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Q: What are the potential benefits to a BC business through an Asia Pacific strategy?

ASK A LAWYER

A: First, the market in Asia, real and potential, is huge. The challenges for many Canadian businesses, which tend to be small to medium size, are targeting the appropriate regions in Asia, and with finding an appropriate “partner” with local knowledge to work with on this opportunity. For example, which of the internal regional markets in China should you focus on? Software development in India, Korea or Malaysia? Manufacture in China, Vietnam or the Philippines? Many Canadian companies have already explored, or are exploring, opportunities in Asia, whether through software development, distribution of product, manufacturing, or franchising.

Second, even if expanding your market in Asia isn’t a priority, you may need to work with others in the Asia Pacific region to better compete in your own domestic market. You may benefit from the lower production costs that many Asian countries offer. You may even find yourself compelled to set up operations in Asia because your own major customers have begun to operate in Asia and you need to shorten your supply chain to them, as is the case with many Canadian manufacturers.

Third and finally, if your business is profitable or has good future prospects, you may find opportunities to expand your business, or even exit from it, through attracting investment from Asia Pacific investors who are interested in growing a local business with you, adapting the business for markets in Asia, or offering to buy your business outright.

Robert Quon is a partner in Fasken Martineau’s Corporate/Commercial Group and works with the Asia Pacific Practice Group.

He is the Regional Leader of the firm’s Financial Institutions and Services Group.

2900 - 550 Burrard St, Vancouver, British Columbia, Canada V6C 0A3

T: 604 631 3131 F: 604 631 3232

www.fasken.com