

Asia Pacific Mega-Trends and Legal Solutions Simplifying Business in a Complex World



55%
feel doing business in CG&R is
becoming more complex



96%
believe it is likely that CG&R will see
major technological disruption in the
next two years



93%
expect the number of mergers and
acquisitions involving companies from
CG&R to increase in the next two years

52%

expect doing business in
multiple jurisdictions to
become more complex

Biggest macro economic challenges/complexities:



Cost pressure



Disruption

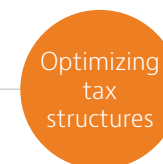
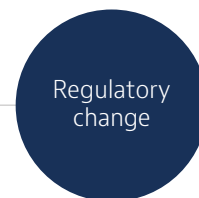


Innovation

76%

expect the number of
cases of dispute resolution/
litigation involving companies
from CG&R to increase over
the next two years

Major focus areas for CG&R in the next two years:



All ranked in equal third place as major focus areas

Technologies that will have the greatest
impact on CG&R in the next two years:



Customer relationship
management systems
45%



Big data
28%



Big data
52%



Customer relationship
management systems
38%

CG&R is investing most in:



expect greater pressure on costs in the
next two years

73%

" With mounting pressure to develop game-changing innovations, there's going to be a sharpened focus on IP.
But profiting from IP is only possible if a corporation is able to protect it. **"**

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Steps for success: Adapting to the new rules in retail

Highlights of best practices that major retailers and consumer goods companies are implementing amid radical industry change.



Realize the complexities of digital business. The regulatory and compliance repercussions of failing to implement network security infrastructure and protocols can be very damaging to a corporation's reputation and bottom line.



Know your data. Businesses should conduct data audits and follow the principle of data minimization to aid them with all-round compliance.



Make brand protection a priority. Businesses must be vigilant, devote personnel, and make a consistent and relentless effort to seek out and investigate cases of infringement.



M&A: Avoiding 'problem' buys. Conducting thorough pre-transactional due diligence can reduce the chance of unintentionally buying the target company's problems alongside its perceived value.

Michael McCool, Managing Director at AlixPartners, takes a look at the situation in China and how industry players there and in the rest of Asia Pacific can rethink operational structures and strategies in a fast-changing market.

- 1** Leaders will be able to predict changing consumer tastes before they start trending.
- 2** Untangling channel conflict will become increasingly important.
- 3** Industry consolidation will create a channel for growth among Asia's CGR companies.

"While e-commerce is becoming rapidly more popular in Asia, there's still a preference for brick and mortar stores, resulting in the development of multiple channels based on an online-offline model. Asia has room for both virtual and physical channels and needs to have both."