

Asia Pacific Mega-Trends and Legal Solutions

Simplifying Business in a Complex World

Baker McKenzie's Simplifying Business in a Complex World campaign is a series of reports developed in partnership with Acuris, which includes insights from senior business leaders from across Asia Pacific, examining and breaking down the key challenges and complexities businesses face when doing business across the region and beyond.

Key challenges include: transformative technologies, cost pressures, compliance and regulatory changes, and major geopolitical developments.

In the **Asia Pacific Mega-Trends and Legal Solutions** report, we look at some of the legal and business solutions to these complexities, including important legal risks and strategies to consider adopting across a number of key industries.

Understand mega-trends in the region for 2018;

- Innovation in the digital age
- The future of free trade in Asia Pacific
- The next wave of Chinese investment
- The rise of India



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The biggest challenges/complexities facing businesses:



"Innovation begins with engagement, and this means being aware of industry disruption, and investing time, money and effort to try out ideas and potential solutions for the long run. It means adopting a tech start-up mindset and collaborating with partners and customers to make the right conditions available to the relevant talent."

Adrian Lawrence,

Partner, Sydney and Head of Asia Pacific Technology, Media and Telecommunications, Baker McKenzie



Technologies that will have the biggest impact on business in the next two years:



Cloud computing



Big data



Artificial intelligence/
machine learning

Major focus areas for businesses in the next two years:



Regulatory change



Optimizing tax structures



Business systems innovation

To see more results and to read the full report, visit: www.bakermckenzie.com/simplifyingbusiness

For more information contact: samia.choudhury@bakermckenzie.com