

Empowering Asian Investment and Trade: Six Case Studies with Global Governments and Economic Development Organizations



TABLE OF CONTENTS

- | | |
|-----------|------------------------------------------------------------------------------------------------------------------------------|
| 01 | Expand Your Global Reach with Tailored Support in Asia –
<i>Government and Economic Development Organization Services</i> |
| 02 | European EDO Develops Strategy to Attract Chinese Investment |
| 03 | Canadian Consulate Delivers Tailored Vietnamese Sector Intelligence |
| 04 | US Commercial Service Equips Exporters with Insights on China’s
Cities and Industries |
| 05 | Canadian Embassy Website Provides Businesses with Practical
China Market Intelligence |
| 06 | Switzerland Global Enterprise Co-Brands China Guide for No-Cost |
| 07 | Team Canada Trade Mission Strengthened by Sector Intelligence
and In-Person Briefings in Vietnam |



EXPAND YOUR GLOBAL REACH WITH TAILORED SUPPORT IN ASIA

Business and market intelligence

Access to reliable and timely market intelligence is critical for effective decision-making and successful international expansion. Leveraging in-depth, on-the-ground expertise across Asia, this service delivers accurate and up-to-date data to support government and economic development organizations as well as their business communities.

[Learn more about intelligence solutions](#)

In-market representation

Establishing a presence in key international markets is essential to attracting foreign direct investment (FDI) and driving economic growth at home. This service provides outsourced, in-market support to help government and economic development organizations engage effectively with Asia's dynamic and fast-growing economies.

[Learn more about representation options](#)

Trade missions and trade shows

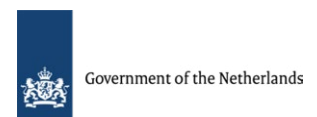
Maximizing the impact of international trade activities requires more than just attendance—it demands strategic planning and tailored engagement. This service supports companies participating in trade missions and exhibitions by facilitating meaningful connections, enhancing visibility, and ensuring smooth execution.

[Learn more about trade program support](#)

Overseas office staffing solutions

Establishing a presence in a foreign market often requires a phased approach. In the early stages, building a full in-house HR team may be impractical. This service offers flexible staffing solutions that reduce market entry risk by leveraging trusted third-party support for recruitment, employment, and workforce management.

[Learn more about staffing solutions](#)



European EDO Develops Strategy to Attract Chinese Investment

*Client has been anonymized for privacy

A European Economic Development Organization (EDO) sought to enhance their economic relationship with China and attract Chinese investment. Market research and competitor analysis enabled them to better understand China's outbound direct investment (ODI) landscape and formulate a targeted strategy to attract Chinese businesses.



Challenge

With an overarching objective to foster bilateral economic relations with China, the European EDO sought to enhance their competitiveness to Chinese companies. They engaged Dezan Shira & Associates to access our expertise, conduct the necessary market research, and analyze the competitor landscape to guide their investment promotion strategy.

Solution

Working closely with the European EDO, Dezan Shira formulated a detailed scope of work, identifying the key competitors and industries of interest.

Our teams used a multifaceted approach - conducting comprehensive open-source research and tapping into on-the-ground contacts with government organizations. In addition, we interviewed specialists to supplement critical information on both the marketing performance of their key competitors and relevant market insights.

Impact

Dezan Shira's competitor analysis report equipped the European EDO with a solid foundation to understand the competitive landscape and refine its strategies for Chinese ODI promotion. Ultimately, the report facilitated their ability to adapt and innovate their approach, positioning them to stay competitive and more effectively foster trade relations.

Canadian Consulate Delivers Tailored Vietnamese Sector Intelligence

The Trade Section of the Canadian Consulate sought to provide prospective investors with detailed market intelligence on Vietnam's Agriculture and Aquaculture Technology (Agtech) sectors. Dezan Shira & Associates addressed this need by producing a comprehensive market report that enabled the Trade Section of the Canadian Consulate to effectively guide Canadian investors, facilitating informed investment decisions, and increasing engagement in the Vietnamese market.



Challenge

The Trade Section needed to provide prospective investors with detailed market intelligence on the Agriculture and Aquaculture Technology (Agtech) sectors in Vietnam. The goal was to equip Canadian businesses with the information necessary to make well-informed investment decisions.

Solution

Dezan Shira & Associates produced a comprehensive market report that outlined the latest industry trends, identified both existing and emerging segments, highlighted key considerations for Canadian firms, and provided essential government contacts for further engagement.

Impact

The market report enabled the Trade Section to effectively inform and guide Canadian investors on the agriculture and agtech sectors in Vietnam. By providing valuable insights and practical information, the report supported more strategic investment decisions and fostered greater interest and engagement from Canadian businesses in the Vietnamese market.

US Commercial Service Equips Exporters with Insights on China's Cities and Industries

To better equip U.S. exporters with timely and relevant intelligence on China, the U.S. Commercial Service commissioned an overhaul of its outdated market guide. Dezan Shira & Associates produced a comprehensive resource that focused on the regions and industries critical to US exporters. The guide empowered U.S. businesses with the data and insights needed to navigate the country's diverse and rapidly evolving landscape.



Challenge

The U.S. Commercial Service sought to update and enhance its China market guide with fresh insights. U.S. exporters required a resource that could provide accurate, up-to-date information on China's regional and industry-specific dynamics to support smarter market entry and growth strategies.

Solution

Dezan Shira & Associates produced an in-depth, 140-page guide spanning 19 Chinese regions and 16 major industries. The report included detailed market analysis, regulatory information, and sector-specific opportunities to facilitate strategic planning and decision-making.

Impact

The updated guide provided U.S. exporters with a valuable, current tool to understand China's economic landscape and sectoral opportunities. By providing clear and regionally nuanced intelligence, it strengthened exporters' ability to assess risk, identify opportunities, and develop effective go-to-market strategies.

Canadian Embassy Website Provides Businesses with Practical China Market Intelligence

The Embassy of Canada's Trade Commissioner Service wanted to provide Canadian SMEs with up-to-date, practical information on China's business and regulatory policies. To fulfill this objective, Dezan Shira & Associates researched and wrote tailored articles for the Embassy's website to help Canadian businesses enter and grow in China.



Challenge

China's business environment is intricate, and its regulatory landscape fast paced. To support the success of Canadian companies in the market, the Embassy of Canada's Trade Commissioner Service commissioned a series of articles for its website to provide a thorough overview of key business topics in China - such as corporate establishment and financial compliance.

Solution

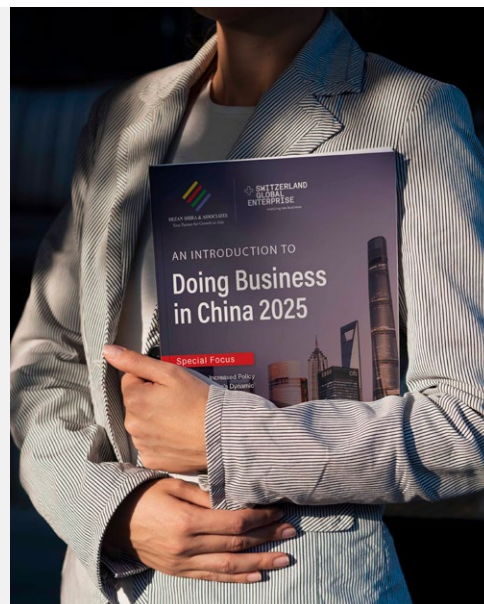
To equip SMEs with practical insights, Dezan Shira & Associates' in-house editorial and business intelligence team produced written content about topics essential to doing business in China. The insights offered businesses relevant overviews on national strategies, as well as more practical guidance on topics such as business establishment options, intellectual property protection, sourcing and supply chain management, marketing and sales strategies, as well as financial management.

Impact

The comprehensive range of articles provided Canadian SMEs a crucial resource they could directly access on their embassy's website. It equipped businesses with a trusted foundation to effectively navigate the complexities of the Chinese market, offering them the understanding needed to enter or expand in China, make informed decisions, avoid common pitfalls, and ensure compliance with Chinese laws.

Switzerland Global Enterprise Co-Brands China Guide at No-Cost

Switzerland Global Enterprise (SGE) partnered with Dezan Shira & Associates to produce a co-branded guide on China's business environment. By tapping into Dezan Shira's library of content, as well as in-house editorial and design teams, SGE was able to provide a comprehensive resource to Swiss companies at no cost. The guide laid out vital information for doing business with China, serving as an indispensable tool and enhancing their expertise.



Challenge

Switzerland Global Enterprise (SGE) sought to provide Swiss companies interested in or already doing business with China the knowledge and resources to successfully navigate the Chinese regulatory environment. This included topics ranging from corporate vehicles, transfer pricing, and visas to cybersecurity, accounting, and audits. A resource covering such a wide range of subjects would require a significant amount of manpower, cross-disciplinary expertise, and time to create.

Solution

To address the need for a comprehensive yet cost-effective resource, Switzerland Global Enterprise partnered with Dezan Shira & Associates to co-brand an existing asset: the *Introduction to Doing Business in China* guide. Produced annually by Dezan Shira's Asia Briefing editorial team, the guide is regularly updated to reflect the latest compliance developments in tax, legal, HR, payroll, accounting, and IT.

Impact

By co-branding, SGE was able to present it as part of their knowledge offering—effectively demonstrating value and thought leadership under their own brand. Produced with no internal production budget, the guide covered the full business landscape and served as a practical tool Swiss companies could use to understand how to do business in China.

Team Canada Trade Mission Strengthened by Sector Intelligence and In-Person Briefings in Vietnam

A Team Canada, multi-sector trade mission brought over 100 companies to Ho Chi Minh City, Vietnam – their largest trade mission to date – to foster local growth and international expansion. Sector-specific market intelligence was a critical component to help the companies understand the Vietnamese market. Dezan Shira & Associates provided detailed reports for each represented sector prior to the trade mission, as well as in-person briefings at the start. These reports equipped the companies with actionable knowledge for the trade mission and post-mission planning.



Challenge

To support delegates in evaluating business prospects in Vietnam, the Canadian Consulate sought to provide timely, sector-specific market intelligence. Three pivotal industries were represented among the delegation: clean technologies, life sciences, and agri-food. To meet this need, the Consulate turned to local experts who could deliver actionable insights tailored to each sector.

Solution

The Business Intelligence team at Dezan Shira & Associates produced three in-depth market reports for each of the trade mission's sectors. The tailored reports provided context, spotlighted opportunities, identified challenges and competitors, and analyzed the consumer landscape, along with other practical information such as how to register a product.

Dezan Shira's Country Director, Partner with our North American Desk, and Head of Business Intelligence met with the trade delegation and presented the research in-person.

Impact

The sector-specific reports and in-person briefings provided by Dezan Shira & Associates gave trade mission delegates a valuable foundation to navigate Vietnam's market with confidence. The practical, targeted intelligence helped companies make more informed decisions during the mission and supported their continued evaluation of opportunities upon return. The in-person briefings provided the chance for direct engagement with experts in doing business in Vietnam, allowing participants to ask questions and validate insights ahead of their business meetings.



DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia

Your Partner in Asia for Economic Growth



Alberto Vettoretti

Managing Partner



Kyle Freeman

Partner, North American Desk



Riccardo Benussi

Partner, EU Desk



Pritesh Samuel

Head of Business Intelligence



David Stepat

Country Director, Singapore



Marco Förster

Director, ASEAN



Ankur Munjal

Country Director, India



Vivie Wei

Country Director, Vietnam

CONTACT US

Our offices

China

Indonesia

South Korea

Hong Kong SAR

Italy

Sri Lanka

Australia

Japan

Thailand

Bangladesh

Malaysia

Philippines

Dubai UAE

Mongolia

United States

Germany

Nepal

Vietnam

India

Singapore



Scan this QR code

Visit our mobile page and
get the latest updates investors
news and resources with us

www.dezshira.com