



Southeast Asia Perspective on the IPREX State of Communications and Marketing Report 2023



The latest IPREX report, State of Global Communications and Marketing 2023, well documented the challenges and opportunities for international communications among today's multi-national corporations (MNCs).

Challenges

Types of External Communications Support by Region- APAC is the region where organizations are markedly more likely to rely on third-party providers. Almost two-thirds of APAC organizations use a network, like IPREX.

South east Asia is a vibrant region comprises of emerging economies like Thailand, Indonesia, The Philippines. Singapore acts as the epicentre of business activity in ASEAN. This also comes along with the complexities of dealing with different languages, diverse cultures, so while it's an important region, there are significant differences in the economic and industrial landscape between individual countries within the region. There is also massive flow of business within the region. Communicating in this region is a massive challenge for not only international companies but even regional firms. The 'plug and play' approach will always fail. The region requires on-ground strategic communicators who are constantly advising clients on cultural sensitivities and the diverse media landscape which eventually leads to a fragmented approach across Southeast Asia.

We are witness to this growth and diversity, which led us to open our first overseas office in Jakarta, Indonesia in 2020. Our presence in both countries, makes us a good bridge not only for clients growing into Indonesia but also vice versa.

About

APRW is one of Singapore's earliest and largest independent integrated communications agencies. The firm has strong portfolio of clients across diverse areas like government, public affairs, consumer goods and services, education, hospitality, travel.

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Opportunities

Southeast Asia has performed well, and maintains the possibility of out-growing other emerging regions in the world over the next decade—partly because Southeast Asia growth edges up, but in equal measure because other fast-growing regions (China, Eastern Europe and Latin America) are likely to slow down. Since 1991, Southeast Asia has experienced strong and steady growth, with per capita income rising 2.5 times, from \$1,900 to \$4,700 in 2020. Contributing factors include stable government policies, surging entrepreneurial activity, favorable demographics, and a relatively benign international environment.

[Source- <https://www.bain.com/insights/southeast-asias-pursuit-of-the-emerging-markets-growth-crown/>]. Collectively, it is home to over 655 million people, making it the third most populous region in the world after China and India. It is believed to be Southeast Asia's Golden Era.

Though we are a very diverse region; we are highly connected (culturally and proximity-wise). Singapore often tends to take the lead as the APAC/ ASEAN HQ for most companies due to its 'easy to do business and access to global talent' environment. The region is also home to a growing startup ecosystem, with countries such as Singapore and Indonesia emerging as hubs for innovation and entrepreneurship. Recognizing Southeast Asia's rapid growth and market size, which is growing at an unparalleled pace in other parts of the world, we see this as an excellent opportunity for European companies because they are already familiar with the diversity in the region. India and China are two big economic superpowers again highly connected to Southeast Asia.

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