A Deloitte client survey

The ASEAN Economic Community (AEC)

It's not an “if” – it’s a “when”

Are you ready?

Most believe the AEC will happen – not by 2015, but within 3 – 5 years thereafter.

Only 1 in 5 businesses have made plans and / or changes in anticipation of the AEC

These opportunities being:

- New markets (54%)
- Bigger markets (36%)
- Lower costs (34%)

But 96% feel that the AEC is an opportunity for their business

The Deloitte AEC Survey targets the C-suite executives of our major clients. The survey was opened for four weeks commencing 9 April 2014 and was completed by 100 C-suite executives, representing a wide range of industries.
Does the AEC make ASEAN a more compelling investment destination?

71% Yes
4% No
25% No change

Top 3 opportunity areas

- 35% Sales & Marketing
- 43% Supply Chain
- 46% Investment

Who will win?

Bigger and / or nimbler organisations are expected to fare better with the implementation of the AEC

- SMEs
- Large Locals
- Foreign Multinationals
- Regional Multinationals

The biggest threat?

63% say it is increased competition

To find out more on the AEC, please visit www.deloitte.com/sg/aec or contact us at aec@deloitte.com.

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