

东南亚市场蕴涵的机遇与挑战

Opportunities & Challenges Faced by
Chinese Enterprises in Southeast Asia

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Telin新加坡是印尼电信公司 (Persero) TBK 的一部分，是印尼及其他地区首选的信息通信技术网关提供商。我们通过新加坡灵活的、模块化和可扩展的数据中心，将业务与全球客户、合作伙伴和员工联系起来。我们的企业级数据中心设施可提供满足任何客户需求的信息通信技术解决方案。由专有海底电缆支撑，与集团在印度尼西亚的数据中心相连，实现从印度尼西亚到世界其他地方的无缝连接。

东南亚的魅力

总人口
6.4亿

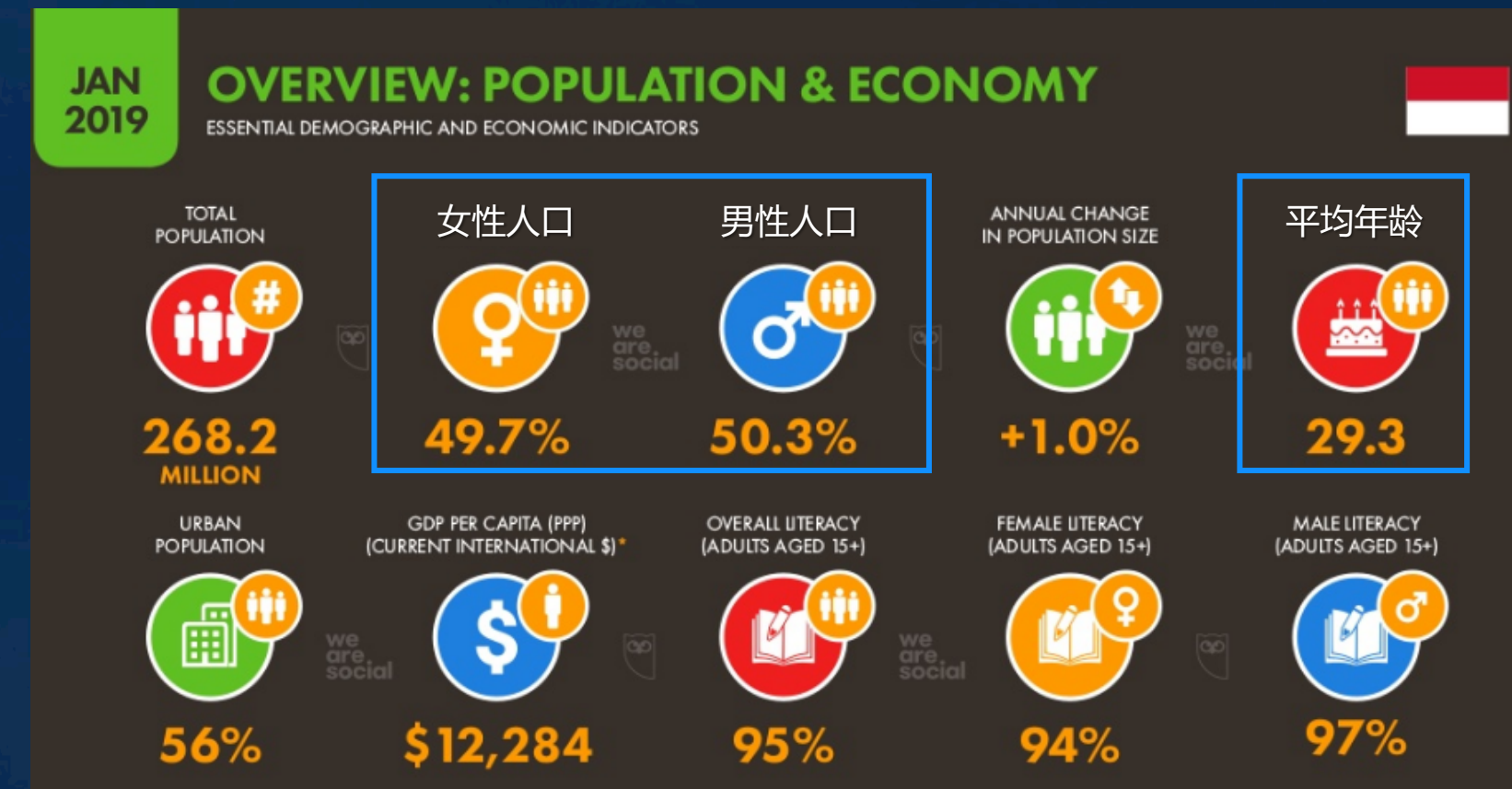
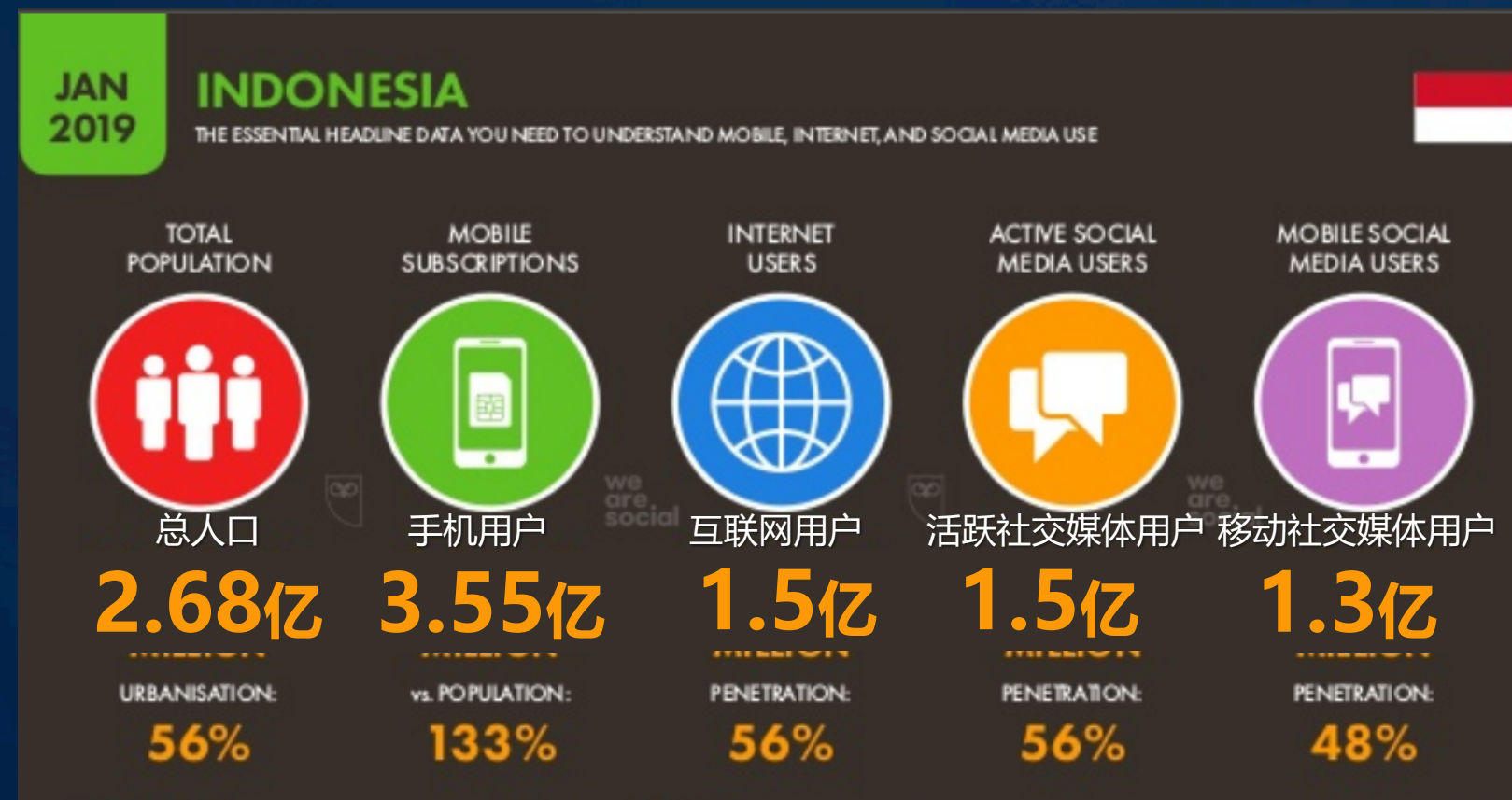
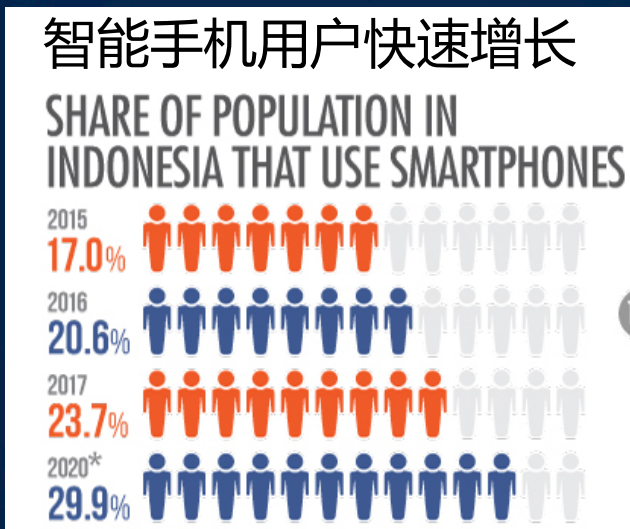
中国科技巨头对东南亚的展望



<https://www.channelnewsasia.com/news/business/chinese-tech-giants-battle-alibaba-tencent-southeast-asia-10702424>

生产总值
2.8万亿美元
互联网用户
3.4亿

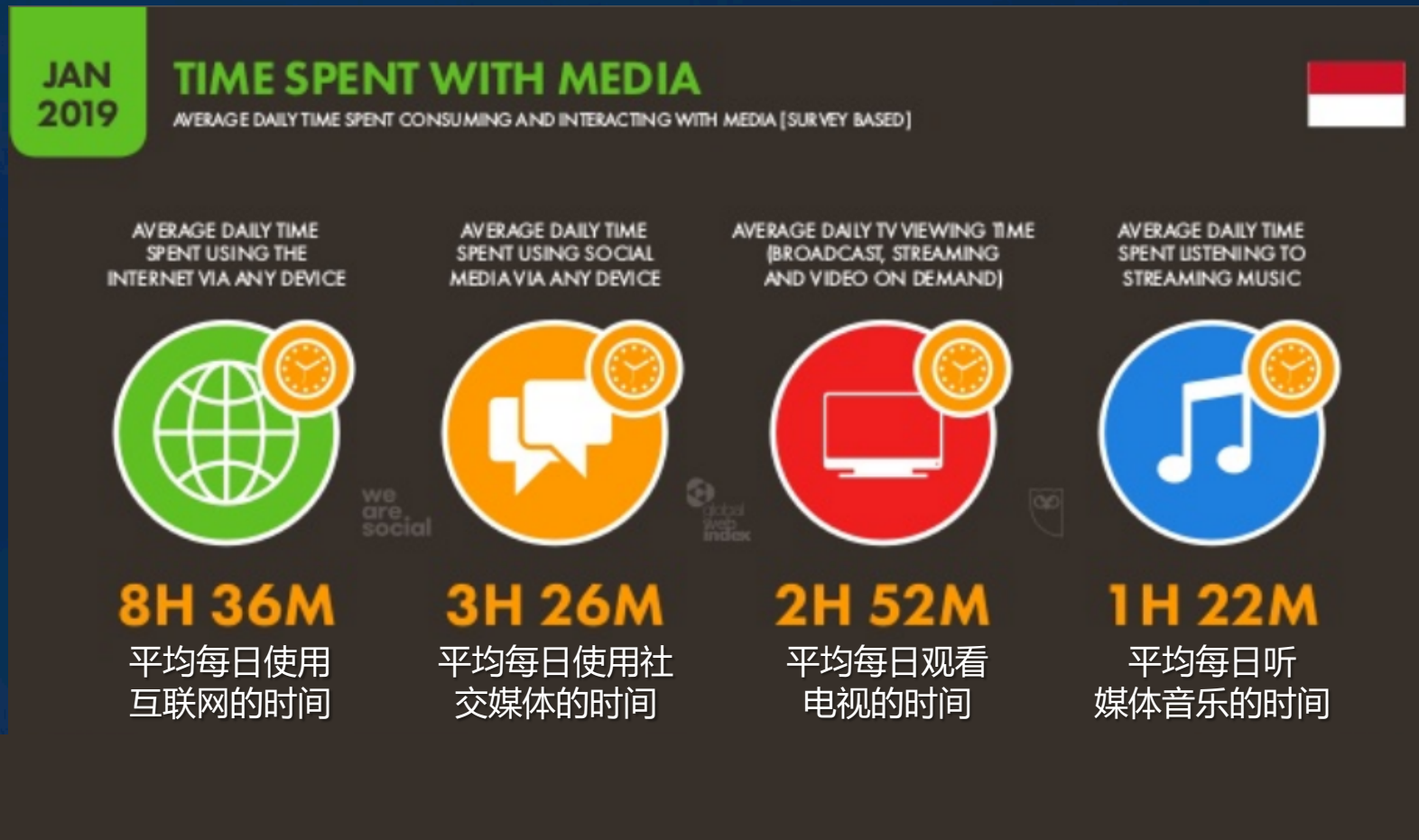
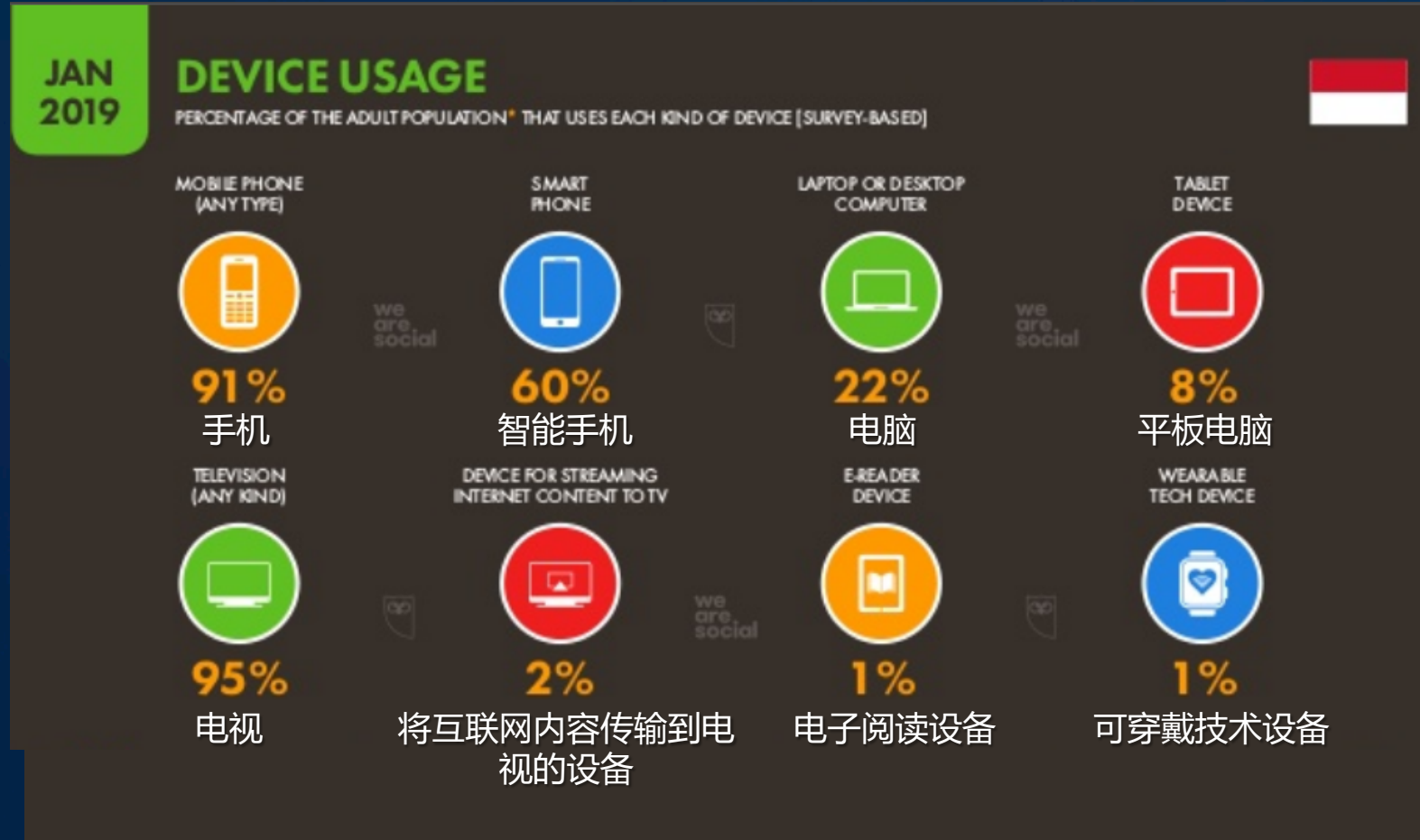
了解印尼大数据的机遇



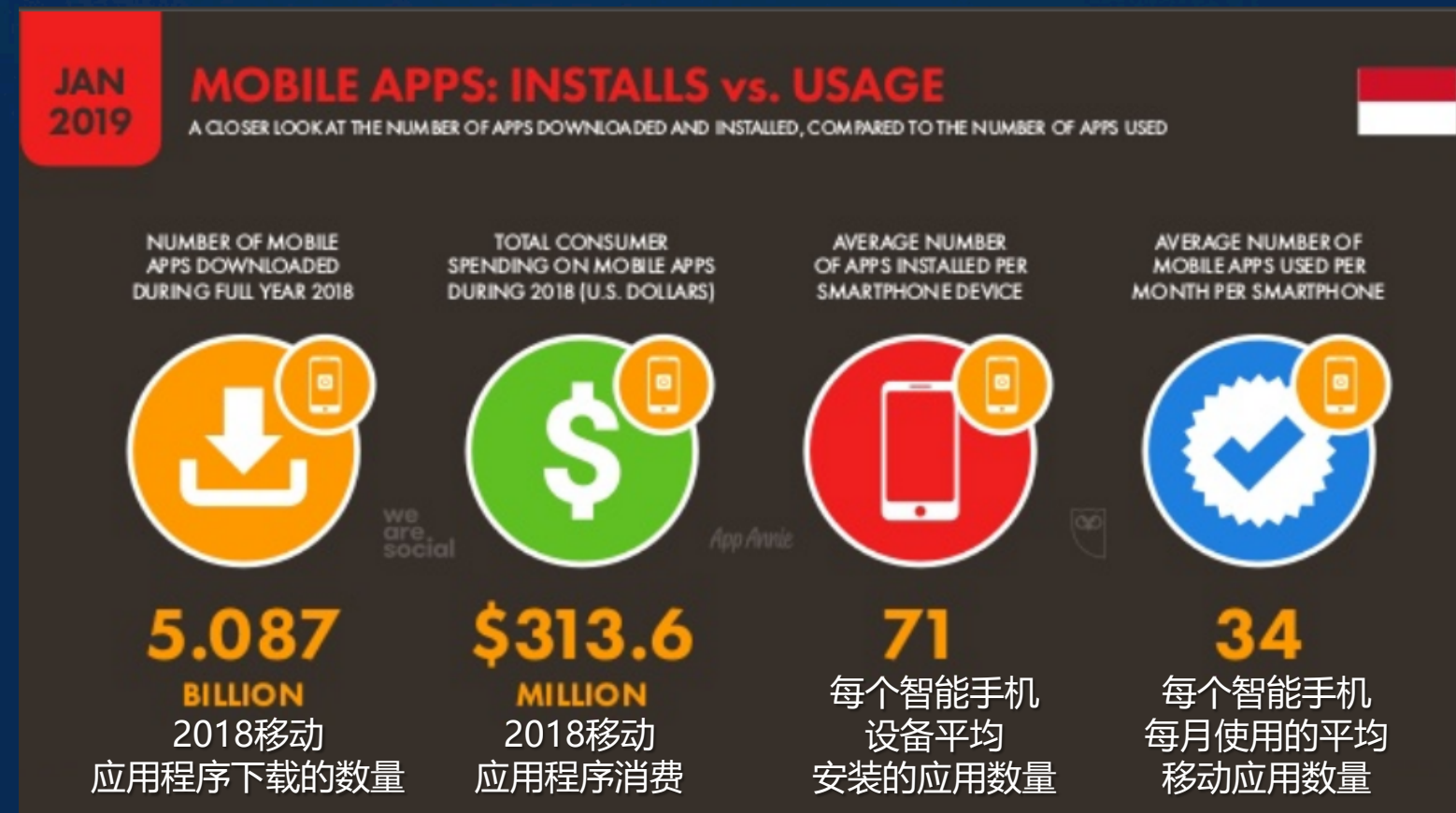
了解印尼大数据的机遇

受欢迎的移动设备 屏幕尺寸

POPULAR CATEGORY OF DEVICES BY SCREEN SIZE (PHONES, TABLETS)



了解印尼大数据的机遇



实际考查东南亚的挑战

在东南亚常见的挑战

Common Challenges Faced in SE Asia

语言障碍
Language barrier

文化
Culture

政府监管
Government regulation

客户在印尼所面临的挑战

Doing Business in Indonesia

> 740方言 dialects
Bahasa Indonesia & English

Our staff are well verse in Bahasa Indonesia and understand the local culture well. Able to help customer navigates the obstacles they would not have solved in a shorter time.

如何管理过时的放松心态
Old generation with laid-back mentality

Act as the bridge to bring both sides to a level ground of understanding. Help to advice customer on the expectation of dealing with local and also letting the locals understand the importance of customer expectation.

政策与税收
Bureaucracy & Tax
(Example: Custom Clearance)

Having good understanding of local government regulations and relationship which in turn help customer to reduce unforeseen issues. Our connection as a national Telco can assist customer beyond infrastructure and network. Bringing more value as a partner to customers.



实际考查东南亚的挑战

在东南亚常见的挑战

Common Challenges Faced in SE Asia

缺乏网络容量

Lack of network capacity

服务效率

Long Leadtime for services

稳定且经过认证的数据中心

Stable and certified DC

客户在印尼所面临的挑战

Doing Business in Indonesia

Insufficient capacity due to low usage for many years

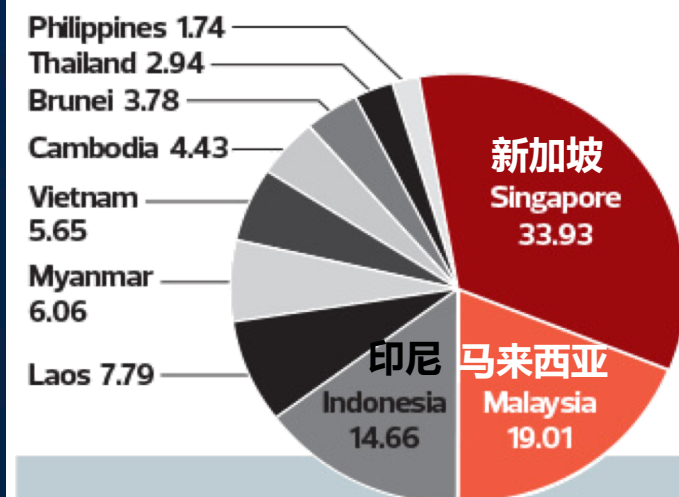
Unexpected demand leading to long leadtime to deploy service

Challenging to find stable power & data centre with proven record



进入东南亚的要点 – 从新加坡出发

Percentage of total Chinese investments in Southeast Asia (%)

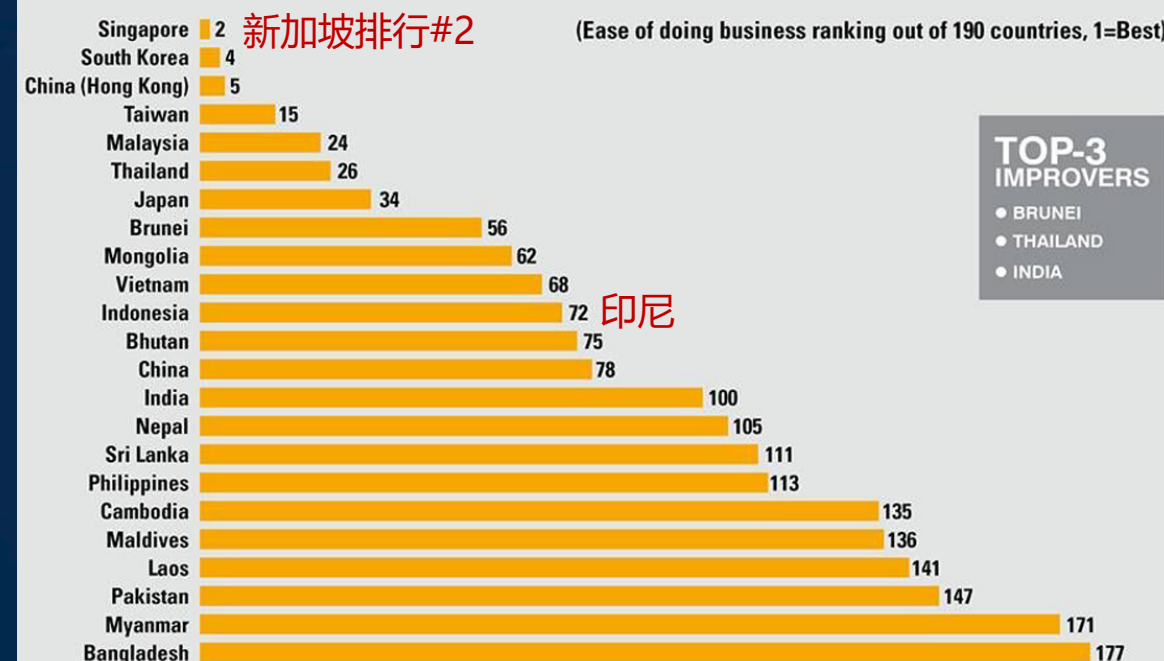


Share of Chinese investments in Southeast Asian countries between January 2005 and December 2017 (minimum size of US\$100 million per investment)

CENTRE FOR STRATEGIC AND INTERNATIONAL STUDIES

Asia's Best And Worst Countries For Doing Business

Singapore, closely followed by South Korea, remains the best country in which to run a business, according to the World Bank. Pakistan, Myanmar and Bangladesh are the region's lowest ranked economies.



Compiled by: ANN/DataLEADS

Source: World Bank

Table 3: The overall costs of doing business in ASEAN

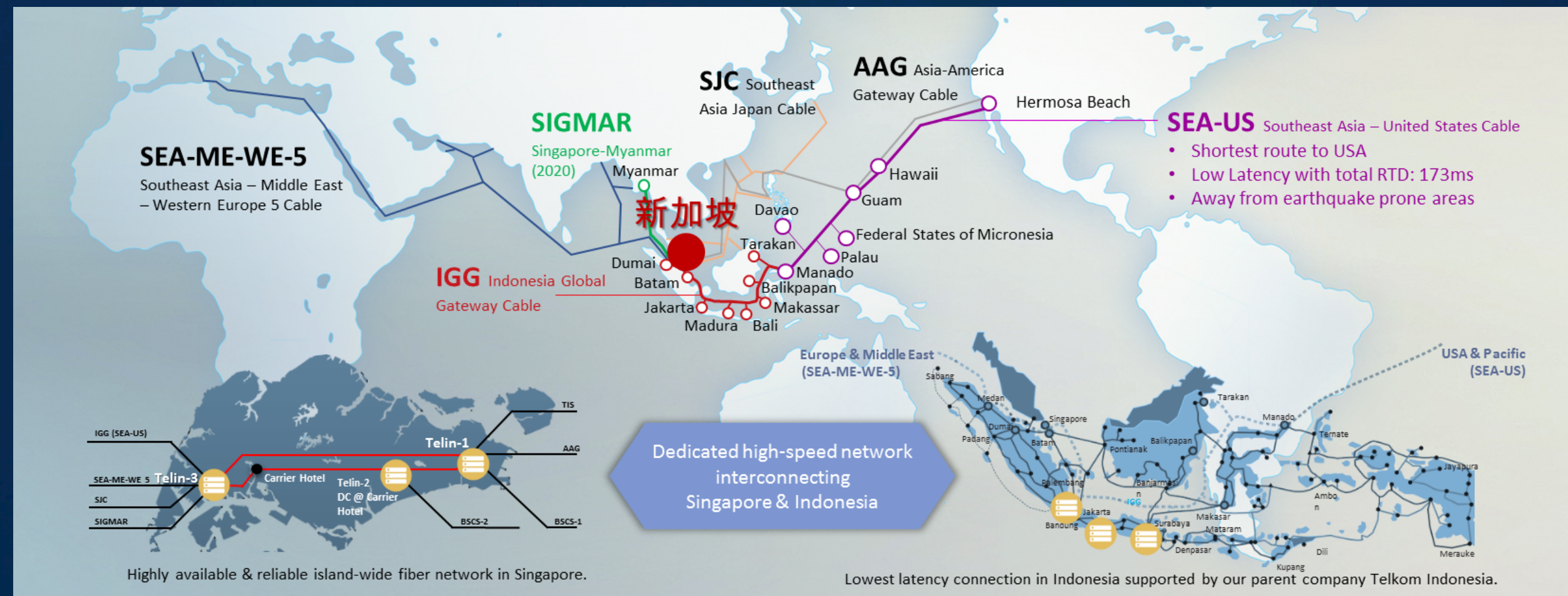
Score 1 (lowest cost) - 10 (highest cost)

	Singapore	Malaysia	Thailand	Vietnam	Indonesia	Philippines
Wage cost [1]	10	2.2	1.7	1	1.2	1.1
Corporate tax rate	1	5.8	3.1	3.1	6.5	10
Ease of doing business [2]	1	2.9	5.1	8.4	9.3	10
Macroeconomic stability [3]	1	5.5	6.3	10	7.8	7
Political stability [4]	1	6.1	6.9	10	9.6	10
Average	2.8	4.5	4.6	6.5	6.9	7.6

Notes: [1] Based on income per capita in USD terms, 2017; [2] Ease of Doing Business Index, World Bank, 2018; [3] Sovereign Credit Ratings, Standard & Poor's; [4] Political Risk Index, PRS Group, 2017

Sources: CEIC, KPMG, World Bank, S&P, PRS, DBS.

进入东南亚的要点 - 拥有广泛的区域网络连接

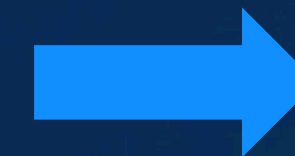
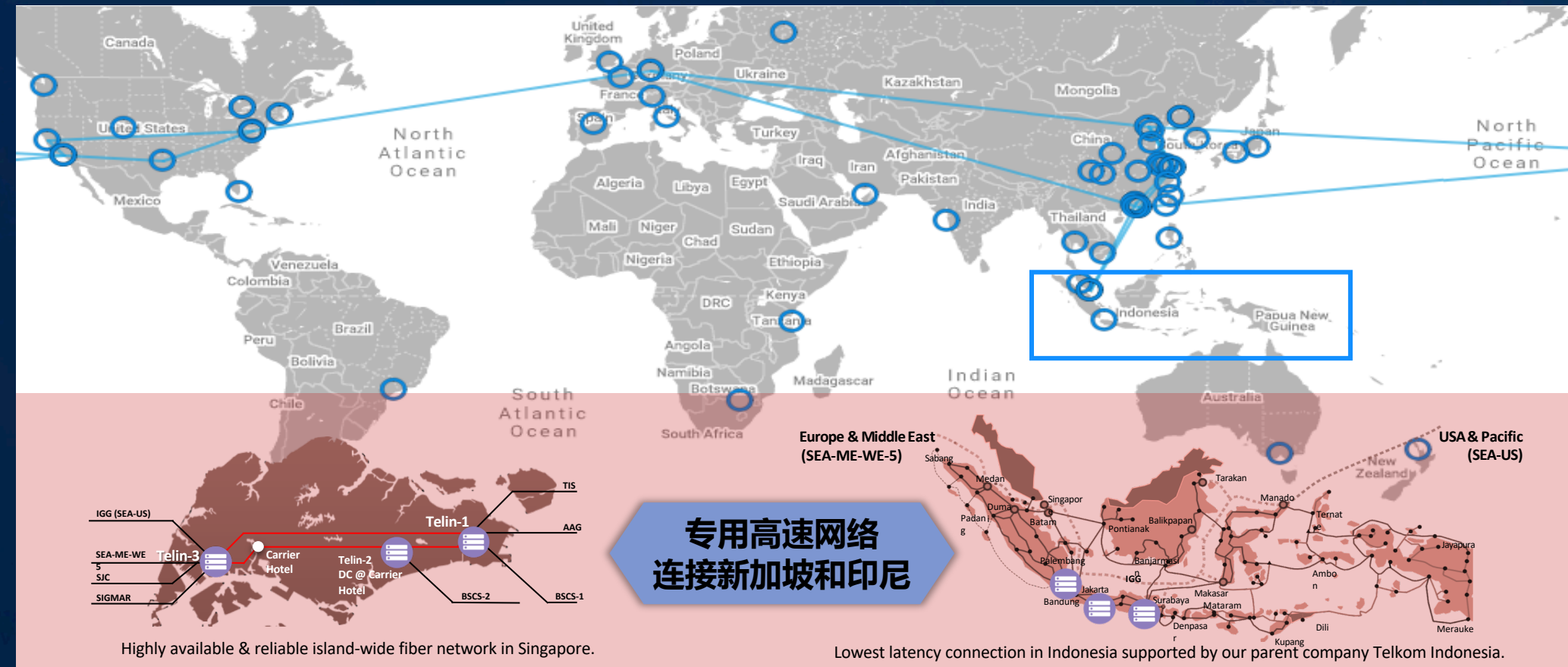


共同合作的成功案例



- BGP网络
- CDN节点

Telin新加坡的全球合作伙伴



Telin Singapore X 腾讯云

Telin Singapore X zenlayer

Telin Singapore X

感谢聆听

