

A world map with the continent of Asia highlighted in a dark red color, while the rest of the world is in a dark grey color. The map is centered on the Pacific Ocean.

Market Orientation and Cooperative Innovation in Asia

Trinh Viet Dung, Phd
4th COOP Conference, Bangkok
July 18, 2024



Brief Introduction

Current Role:

- Campus Director – Kuehne Logistics University

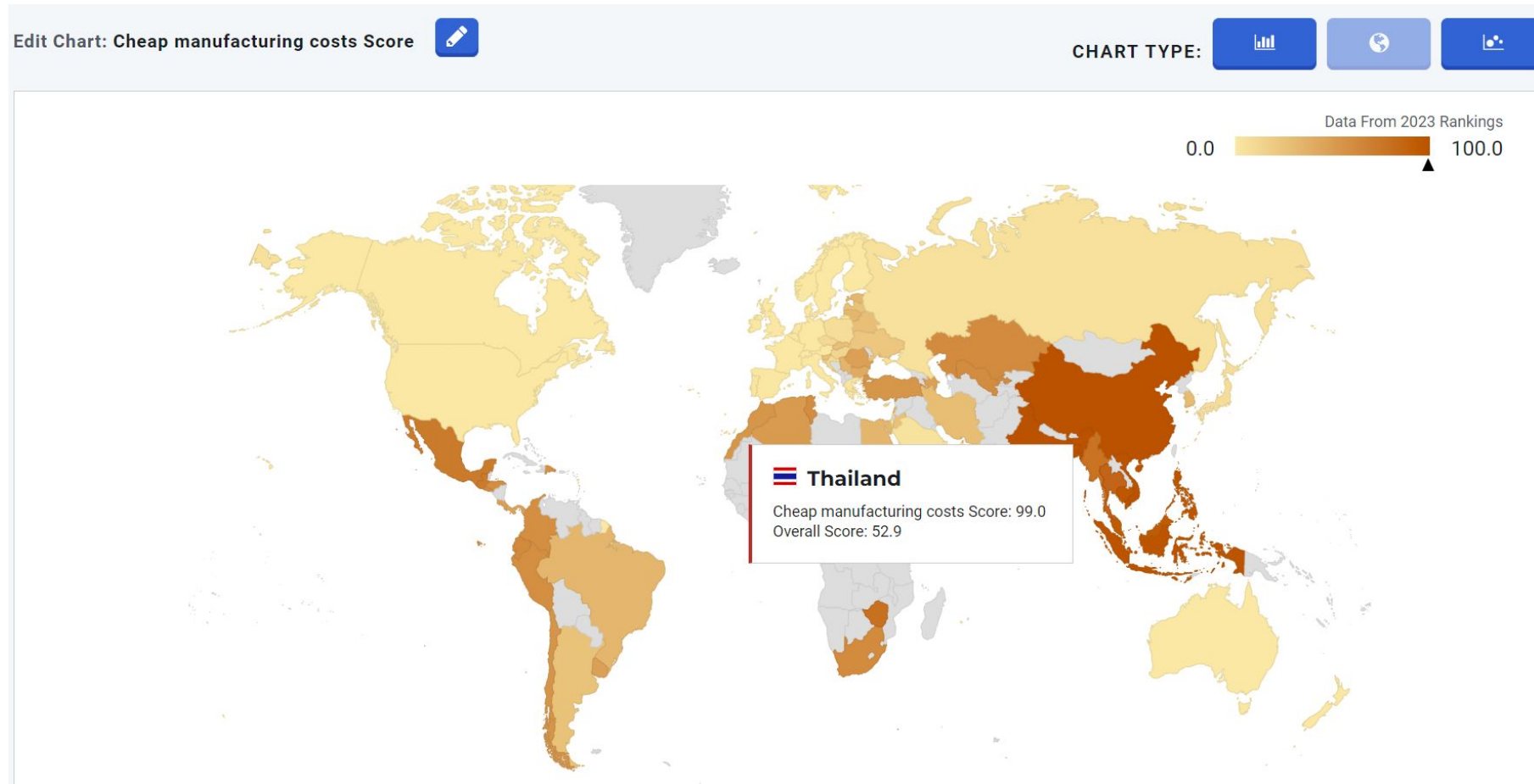
Past Position Held:

- Program Director - VinUniversity
- Director - Agile Innovation Center – VinGroup
- Vice Dean – Business School – International University - VNU
- Consulting Partner – VINAMR
- Head of Marketing Technology – FE Credit

Market Orientation & Cooperative Innovation



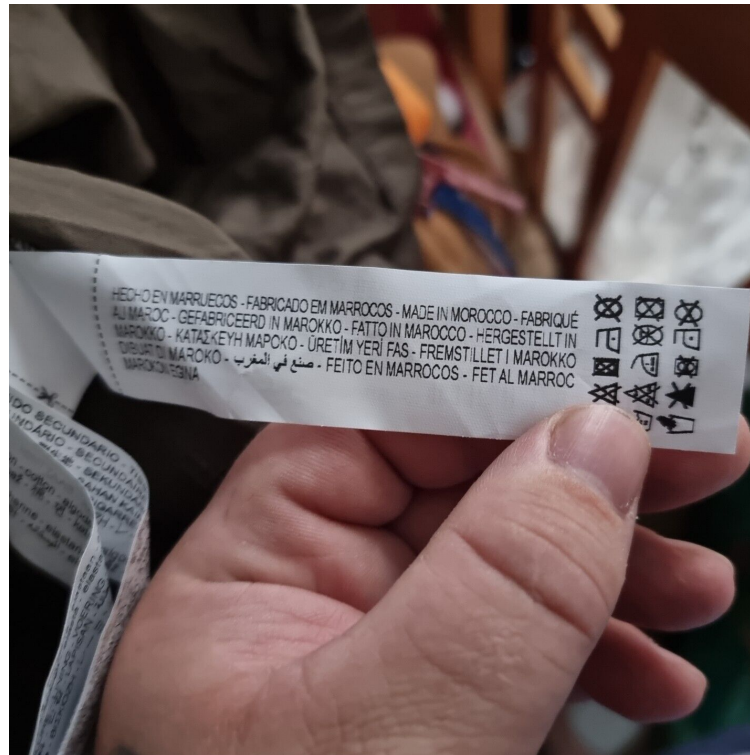
Traditional Look at Market Cooperative



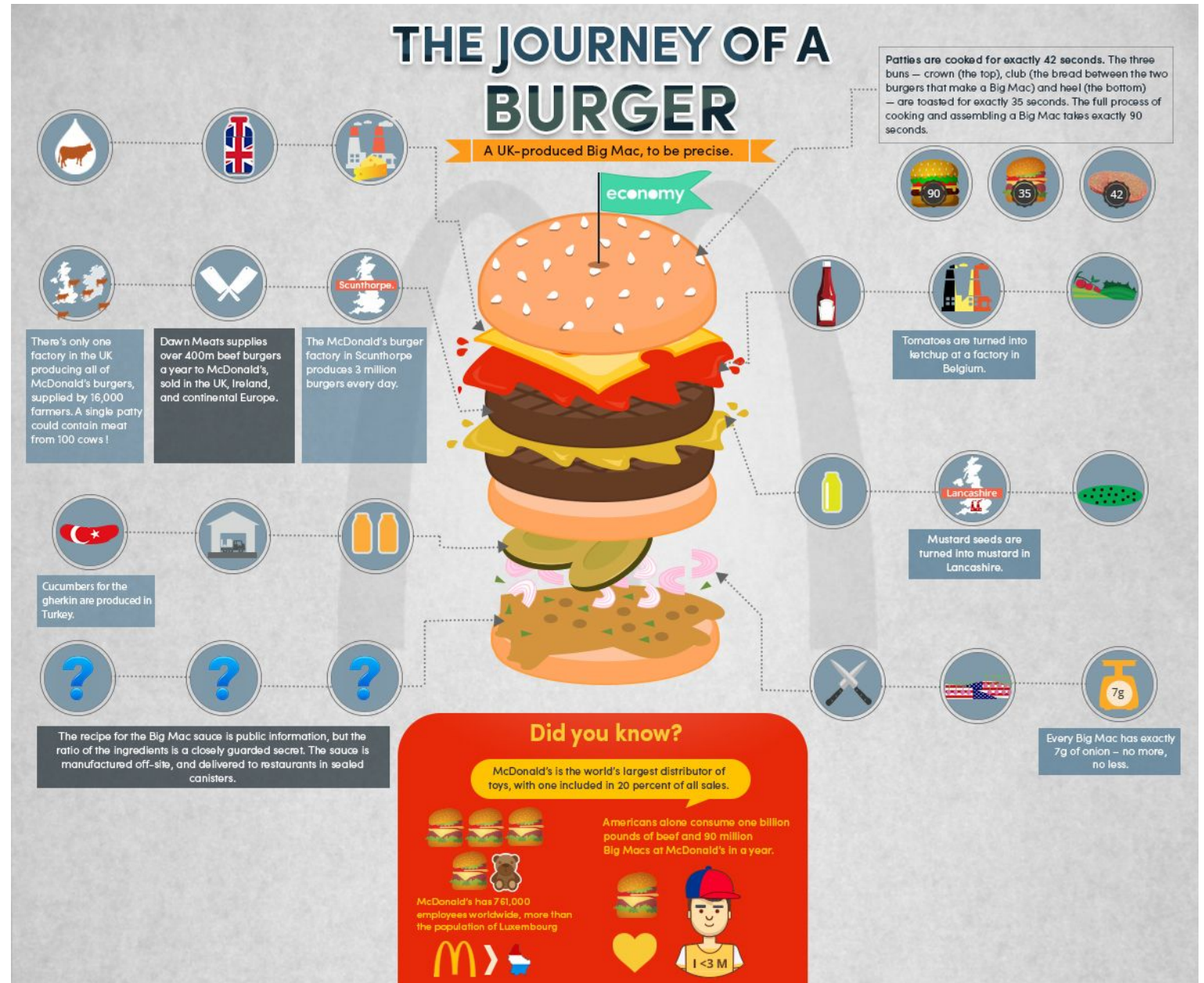
Global Brands



Maintaining Quality



Localizatio n



Grey Market, Brand Fragmentation



Thái Phong
Thế giới hàng nhập khẩu Thái Lan

Rejoice
3-in-1
KHÔNG BỊ TÁC DỤNG

Tích điểm đổi quà

100%
Xuất xứ từ Thái Lan

Sản phẩm bao đổi trả



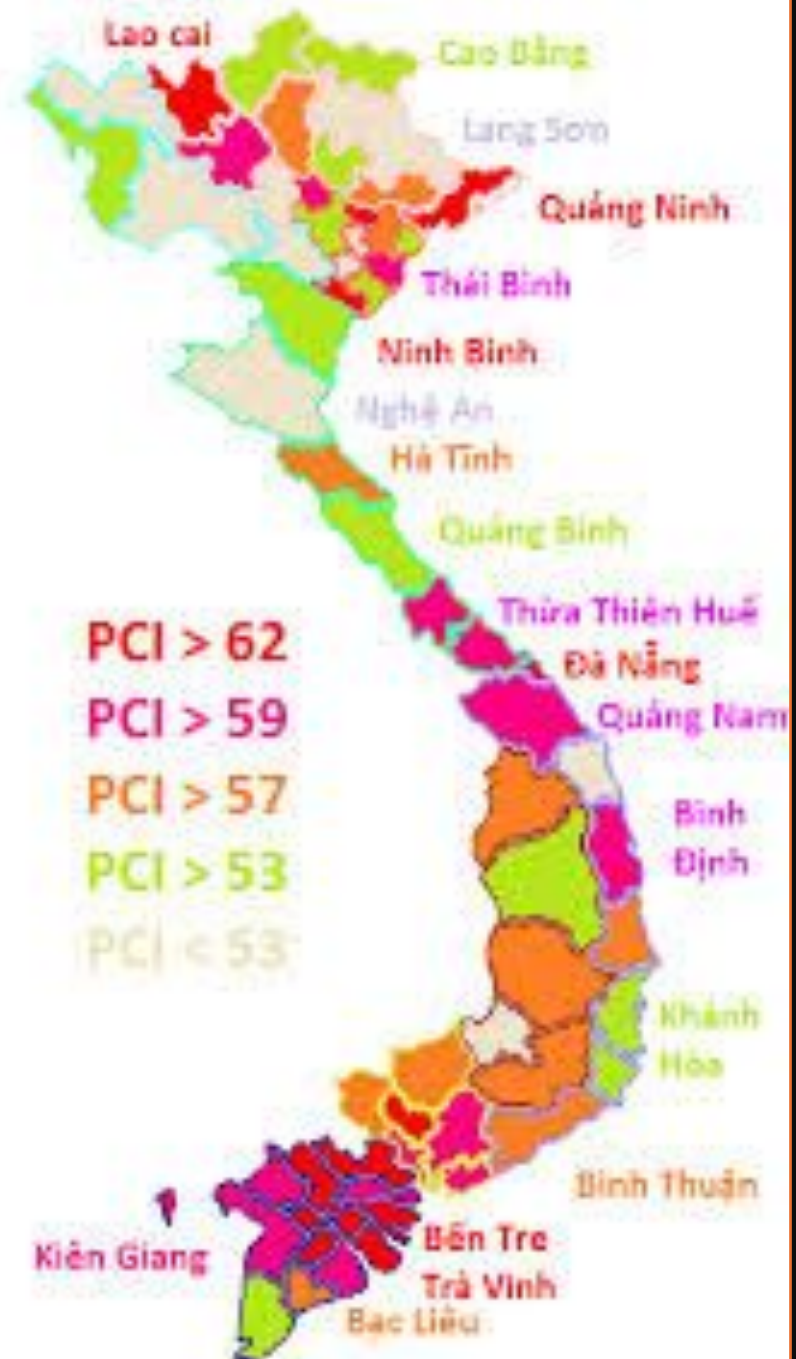
Global Reach, Local Relevance





Collaboration

Provincial Competitive Index

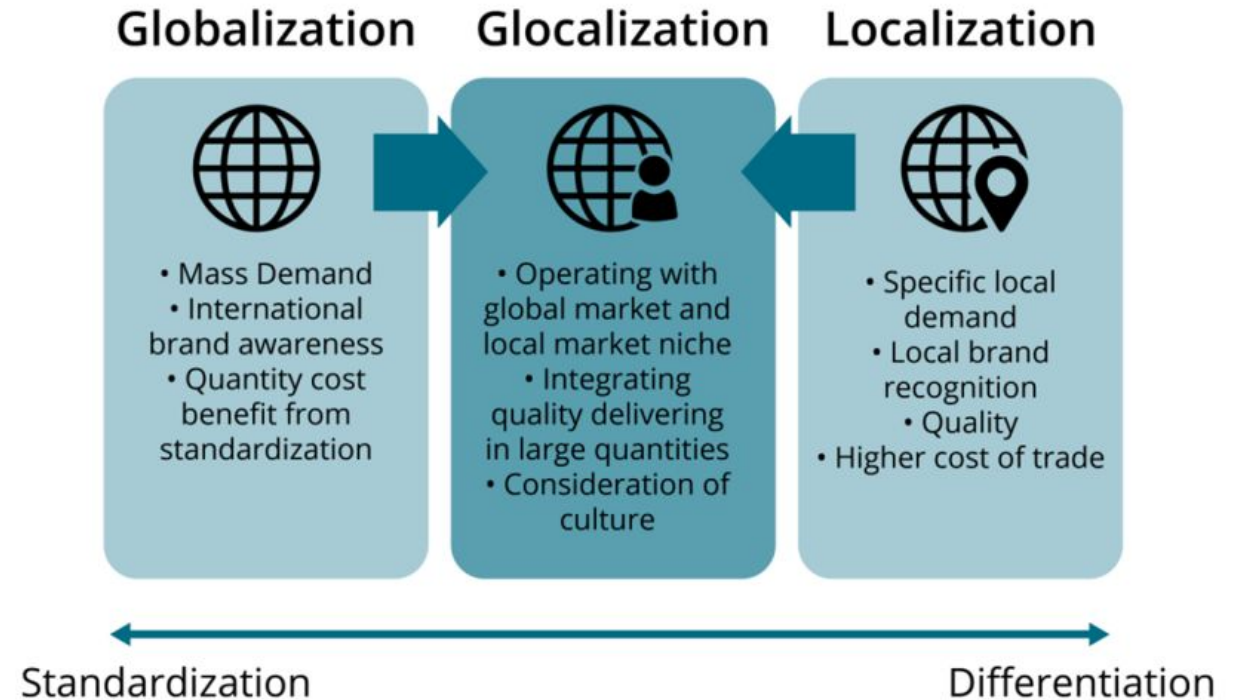




Marou celebrates ten years of bringing award-winning Vietnamese chocolate to the world. We mark this milestone by blending the fragrant spices that are significant to the taste of traditional Pho with our signature single origin dark

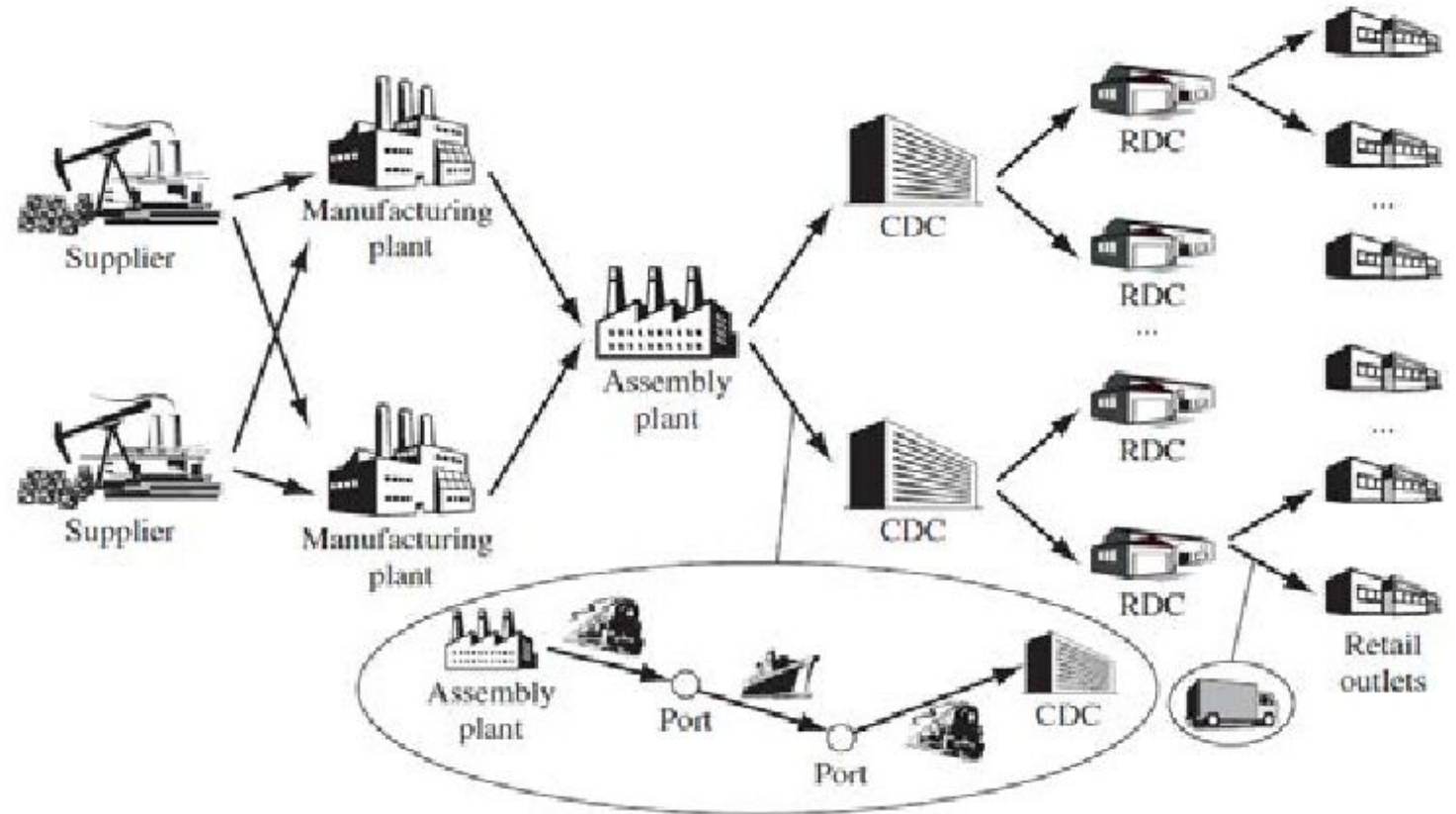


To sum up



Supply Chain Resilience

RELATIONS AMONG THESE NETWORKS.





Central Influence





Digitalization & Automation

Warehouse Automation



Cross-border Financing



Article | Globalisation versus “glocalisation”

Supply chains are becoming more resilient, flexible, and adaptable – how will “glocalisation” influence yours?




Global Efficiencies, Local Relevance




Key Insights


 Globalization is crucial for market orientation in Asia due to its ability to create strong brand awareness and demand. Brands like Uniqlo, Coca-Cola, and H&M exemplify this by delivering consistent quality and leveraging economies of scale.

 Localization helps penetrate local markets and optimize resources, improving margins. Companies like McDonald's tailor their products to local tastes, although they face challenges like gray markets and fragmented brand images.

 Glocalization merges global reach with local relevance, fostering cooperative innovation. Toyota's extensive aftersales market is an example of how local manufacturers support global brands, enhancing product popularity despite reduced margins and limited product control.

 Supply Chain Resilience is essential as businesses face financial and operational challenges. Balancing global efficiencies with local responsiveness is key to adapting to disruptions like extreme weather and pandemics.

 Asia's Role is pivotal in the shift towards glocalization. With vast manufacturing capabilities and a growing consumer base, the region significantly influences the future of international trade.

 Reindustrialization and Nearshoring trends are driven by digitalization, automation, and rising labor costs. Companies adopting strategies like ASEAN +1 benefit economies in South and Southeast Asia by reducing costs and improving quality control.

Questions & Answers

Q: How does globalization contribute to market orientation in Asia?

A: Globalization helps build brand awareness and demand by leveraging economies of scale and consistent quality across diverse markets. Brands like Uniqlo, Coca-Cola, and H&M have successfully utilized this approach.

Q: What challenges do companies face with localization in the e-commerce age?

A: Localization faces challenges such as gray markets, fragmented brand images, and consumer confusion. These issues are particularly significant for newer or lesser-known brands from Asia.

Q: How does glocalization foster cooperative innovation?

A: Glocalization blends global reach with local relevance, enabling companies to work with local manufacturers and suppliers. This approach enhances product popularity and drives innovation through collaboration, as seen with Toyota's aftersales market.

Q: What role does Asia play in the shift towards glocalization?

A: Asia, with its manufacturing capabilities and growing consumer base, is central to this transformation. The region's balance between global integration and local adaptation influences international trade dynamics.

Q: What strategic approaches should businesses in Asia adopt to remain competitive and resilient?

A: It is important to embrace globalization, localization, and glocalization to synthesize global efficiencies with local relevance. The talk highlights the need for balancing global efficiencies with local responsiveness and the importance of creating flexible and resilient supply chains.

Summary

- Globalization builds brand awareness and demand through economies of scale and consistent quality.
- Localization optimizes local resources and market penetration but faces challenges like gray markets and fragmented brand images.
- Glocalization combines global reach with local relevance, fostering cooperative innovation and enhancing product popularity.
- Supply Chain Resilience is essential for adapting to disruptions and maintaining efficiency.
- Asia's Role is pivotal in the shift towards glocalization, influencing the future of international trade.
- Reindustrialization and Nearshoring trends are reshaping supply chains, benefiting economies in South and Southeast Asia.

Key Takeaways

- By embracing globalization, localization, and glocalization, businesses can navigate the complexities of market orientation and cooperative innovation in Asia, paving the way for a resilient and interconnected future.