

Looking South 2019 Sample Questions:

1. Please introduce your company to our listeners. What products or services do you offer, who is your target market, things like that.

Team Young Corporation used to make chip capacitors and sell related passive and active electronic components before. Those components were very cost-sensitive. We should take all the means to cut cost, and keep cutting cost all the time. This kind of business style had been run for over 25 years. Frankly speaking, we were tired and frustrated. Then, I always thought I must do something difference in my residual carrier life before my retirement. This is why I set up a new business division which only focuses on value-added innovation. We tried our best to search what we called "Human secrets", and developed solutions for them. In the past 4 years, the human secrets found out can be classified into five groups. We call them, EzCon, EzPower, EzLife, EzParts, and EzSoftware. Now, I would like to introduce the commercialized EzCon to the listeners. EzCon is integrating human and things connection by RF remote controller. EzCon can control almost everything, such as all kinds of power switches, all kinds of power breakers, all kinds of locks, all kinds of TV's and air conditioners, all kinds of shutters and electric curtains, all kinds of security devices, and all kinds of fire protection devices in everywhere. It is not only unique, but also pioneering. In addition, our RD activities always follow the core value, "smarter living, better life". We sincerely want to become the helpful partner for everyone in the world, and make everyone's life better.

2. What made you want to expand into the Southeast Asian market? What countries were you targeting, and why?

We are a public-listed company in Taiwan, and of course we shall fully cooperate with the government's economic policies, especially in New Southbound markets. Though those countries are not very wealthy, our product, EzCon series, is very suitable for them because EzCon is cost-saving, safe, manageable, and convenient. In the mention of the target market, this area has over 2 billion population, and can not be overlooked. Not only New Southbound countries, actually Team Young has already had 43 distributors in 34 countries. Our purpose is to let most people all over the world enjoy this unique and innovative EzCon products easily.

3. Were there any government incentives that led to your decision?

Not much, but the government worked very hard to lead Small and Medium Enterprises to the emerging markets to expand their business. This is very helpful to us. Our sales team can collect lots of local market information through Ministry of Foreign Affairs and TAITRA. We feel grateful and helpful.

4. What were some of the challenges you encountered as you entered those markets?

Basically, our products, EzCon series, are so unique and new. Though most people like EzCon strongly, the overseas agents do not have any successful experience to promote this kind of unique product. Furthermore, our successful experience is limited in Taiwan because EzCon is so new. This is the main reason the EzCon is not yet popular there. We are still learning. Frankly, except experience, so far I don't feel any particular challenges because we don't have any competitor there. The only thing we should overcome is educating people. I believe we can successfully penetrate those markets soon by engineering projects.

5. How did you overcome those challenges? What help or support did you wish you had as you were facing them?

It takes time for people to buy in the all new products. Thus, we highly urge our agents to set up an engineering department, and then they have the capability to do the projects of the electricity engineering, interior decoration related engineering, central air conditioning engineering, security engineering, and fire protection engineering. Instead of direct educating people, we believe that they can do education by those engineering projects. Despite that, they may win the related bidding projects easily because EzCon as I mentioned before is much more cost-saving, safe, manageable, and convenient than the traditional devices. Once we have a lot of projects, we can design EzCon into those projects. Many people can feel how good the EzCon is. After more and more people are getting used to EzCon, the EzCon should also be getting popular there, or even all over the world.

6. How is doing business there different from here in Taiwan?

In Taiwan we can get the marketing experience every day. For foreign agents, we can only give them limited education and training once per month because our sales people basically go abroad once per month. Furthermore, our website still does not offer the enough information for them though we are working hard on that. In addition, the language problem is still a hurdle. Fortunately, most of our agents are very supportive and enthusiastic because everyone dreams to build up a big business by EzCon.

7. Since entering the Southeast Asian market, how has your business benefited or expanded? What have you learned from this experience that improved your operations?

Our EzCon has many multi-national patents. Even though our market promotion is not only in the Southeast Asian market, but also around the world, Southeast Asian market brings us lots of valuable experiences. We've made lots of friends in many countries, and they also are our EzCon fans too. Once they know how cost-saving and convenient EzCon is, they'll never leave

it. Even people in the poor countries can be affordable. This really encourages us to sell EzCon to the rest of the world.

8. What are your plans for the future in those countries?

No matter how rich the country's people are, they all have higher and higher requirements for the quality of life. Our products are not for pleasing the rich country's people. Compared with the traditional devices, EzCon is much more cost-saving, safe, manageable, and convenient. Thus, we believe EzCon can bring most people a safe and convenient living environment in the affordable cost. More and more people are adapting EzCon there. As our company's slogan, we want to bring people "smarter living and better life". Thus, we will continue to stay firmly, and to be a reliable partner to the people there.

9. What is something you wish you knew before expanding into these countries, and what advice do you have for other companies that are considering the move?

Social order, market expansion potential, and correct marketing orientation are our main concerns. The government is always our strongest helper. For sure, we should do our homework before going to every overseas country. However, our government has a lot of channels to provide the necessary information to us. Follow the footsteps of the government-backed organizations, we will feel much secure and confident.

10. What opportunities are there for you in Southeast Asian countries that do not exist in Taiwan?

ASEAN's population structure has an outstanding demographic dividend for the average age of people is so young. In addition, the total population is not only over 2 billion, but also has an average annual growth rate of 1.6%. Coupled with the rapid economic growth and the gradual increase of the average middle class income, those bring huge demand for EzCon. That will be an important growth momentum for EzCon.

Besides, the market environment in Southeast Asia is very diversified and complex. Countries there, such as India, Pakistan, Bangladesh, Singapore, Thailand, Vietnam, Malaysia, Philippine, Indonesia, and so on, all have different religions, languages, cultures, and local customs. In addition, the policy restrictions are different, and the infrastructure of different countries is also very different.

So, it is valuable for us to have such business experiences. We believe those experiences may help us to enter the rest of world market.

11. Do you plan on using your new access to the Southeast Asian market to spread your operations to other parts of the world? If so, how?

Yes, we do. Agents are intermediaries that help producers sell products to overseas customers. Once our agents in the Southeast Asian market have successful experiences in that area, we can copy those experiences in other territories. The Southeast Asian market has a wide range of income and culture distribution. Successful experiences in the different countries are very valuable. Owing to those experiences, we can set up our proper agent policy when we enter the rest of world market. Hopefully, EzCon can be successful in all the poor countries as well as the rich countries.