



South-East Asia

A region not to neglect

Tech Startup Day
Jan Coppens



ASEAN



MYANMAR



THAILAND



LAOS



VIETNAM



PHILIPPINES



CAMBODIA



MALAYSIA



BRUNEI DARUSSALAM



SINGAPORE



INDONESIA

ASEAN facts and figures



10 Southeast-Asian countries

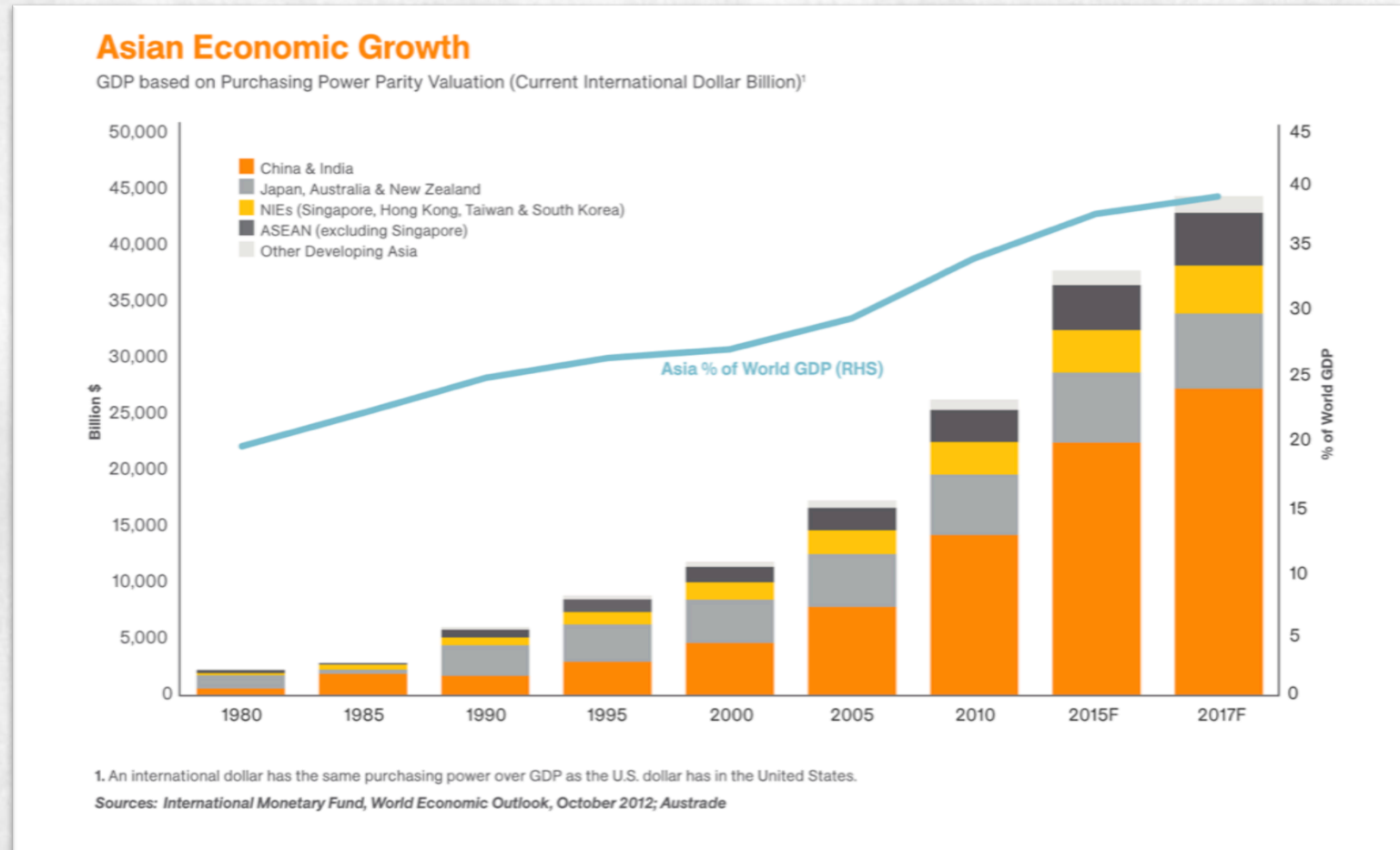
600+ million people

8th economy in the world

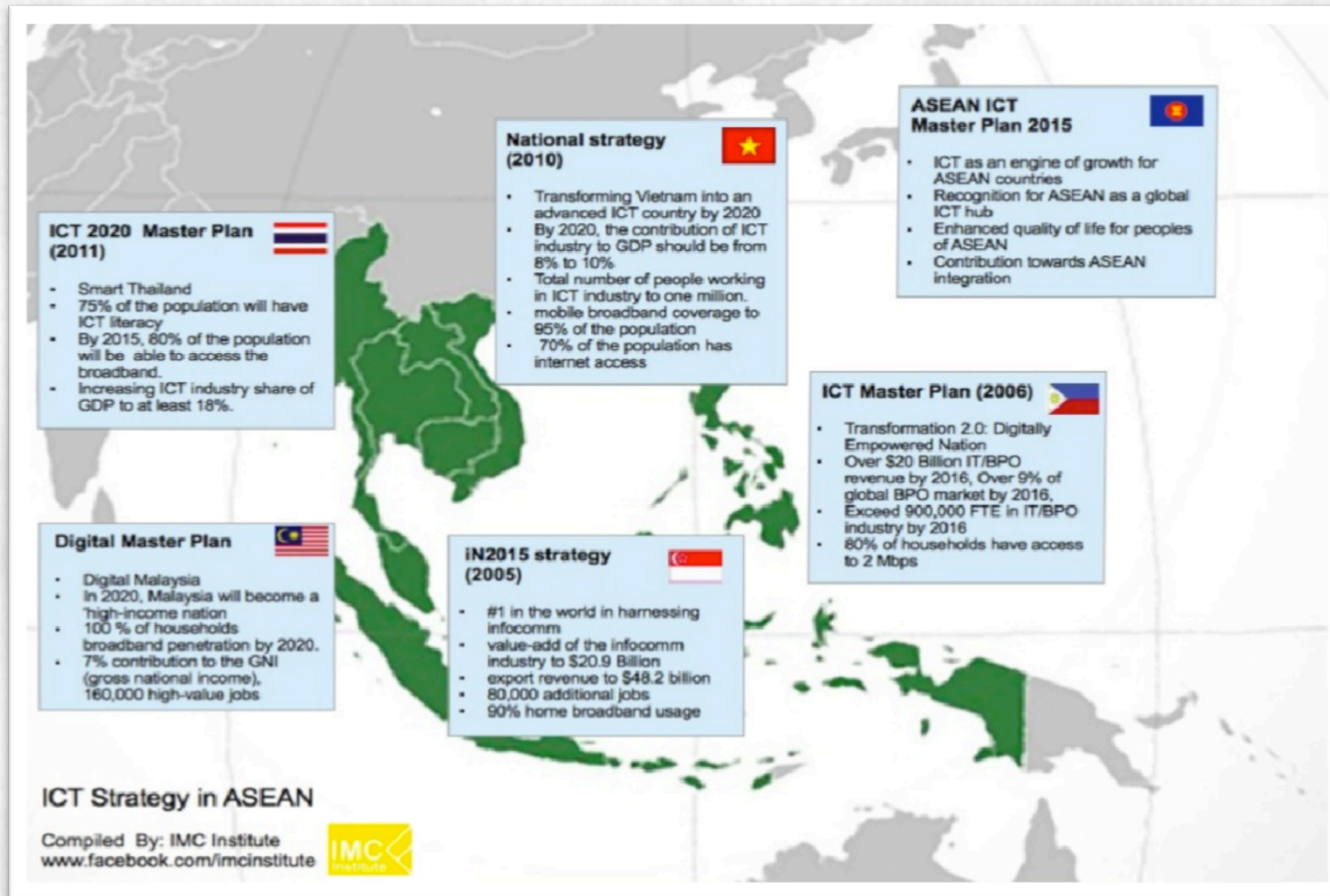
By 2015, integrated **ASEAN Economic Community**

- Single market & production base
- Free flow of goods, services, investments & skilled labor
- ICT as priority sector

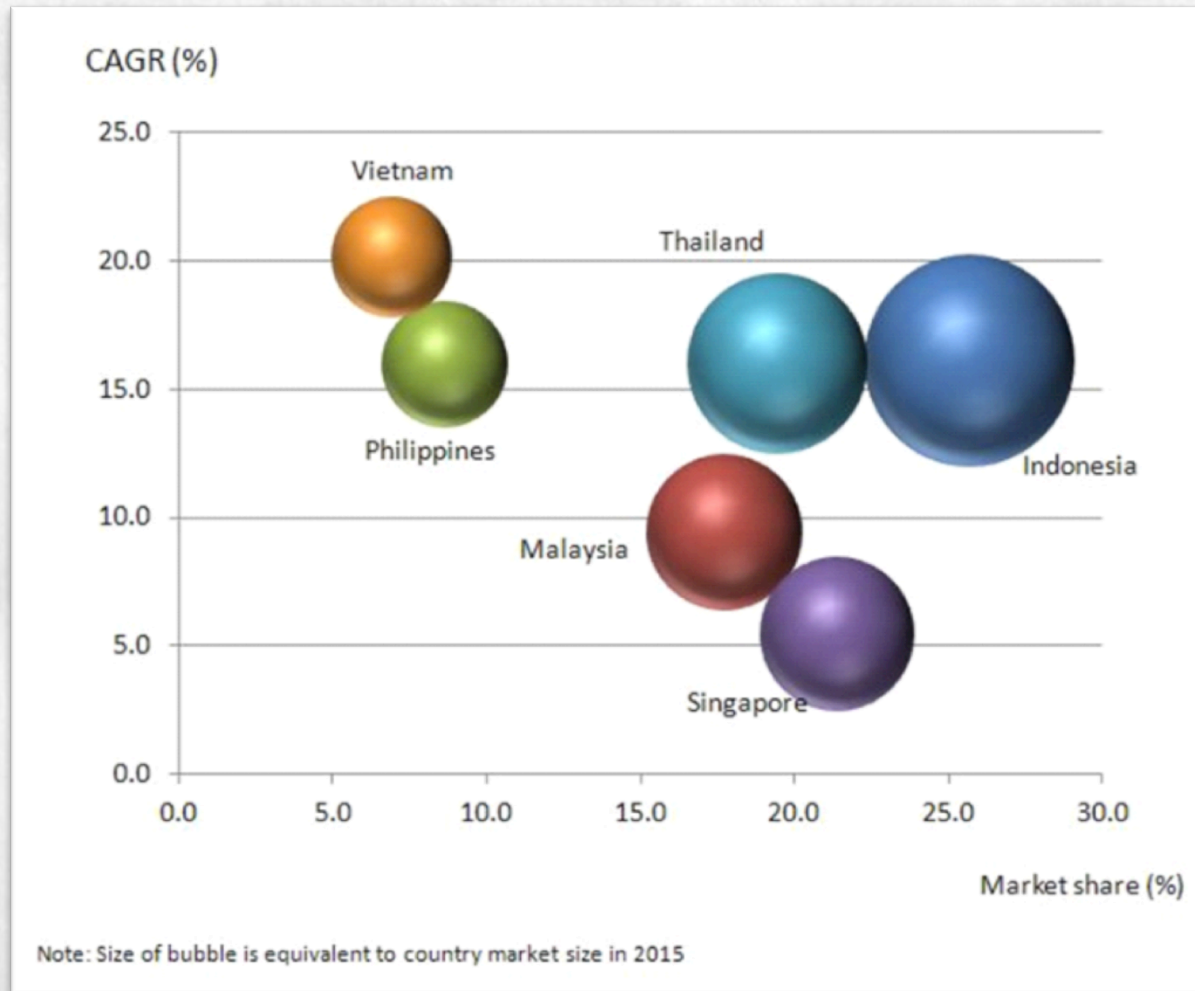
ASEAN's GDP forecast to double by 2020



ICT at the core of the regions growth



With promising ICT growth numbers



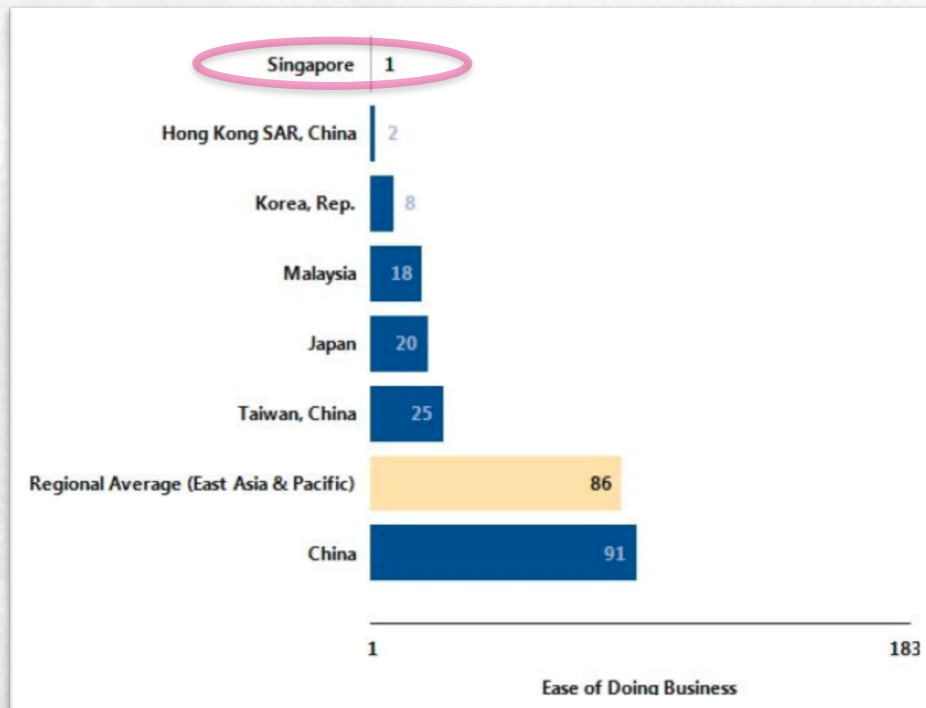
The Singapore case

Efficient
Clean
Strategic location
Start-up focus



Why Singapore?

Singapore used to be a remote city, far away from “the world”. Today, Singapore is a world class city, at the center of “the new world”



*World’s easiest place to do business
(Worldbank)*

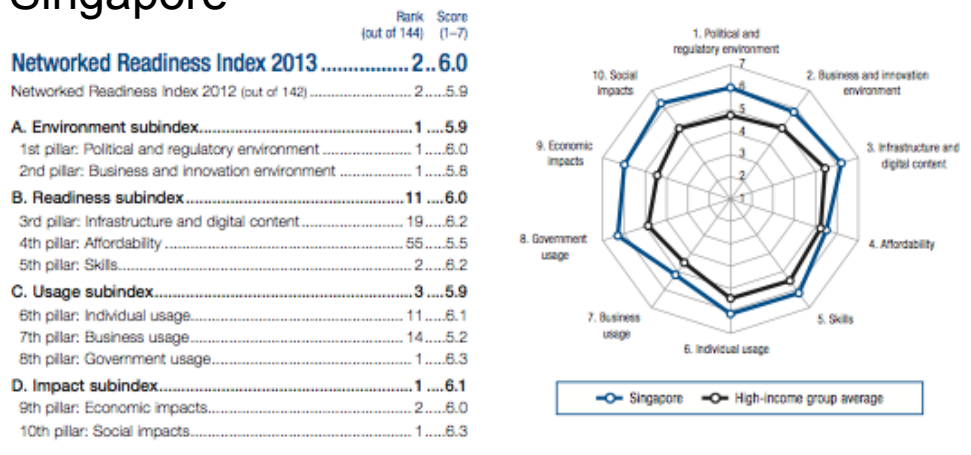
*World’s 2nd most ICT-integrated
country
(INSEAD, World Economic Forum)
Finland = 1st; US = 9th; Belgium = 24th*

*Business and trading hub in
Southeast Asia*

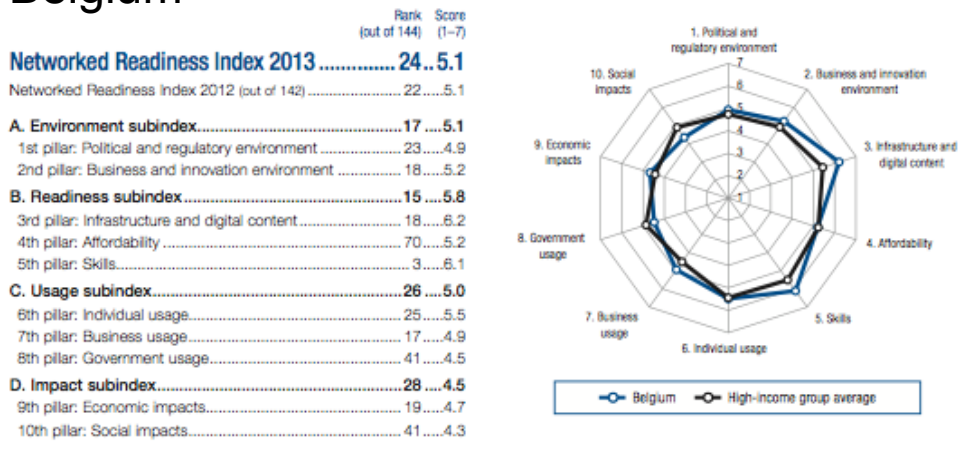
“Asia for beginners”

ICT-score: Singapore vs. Belgium

Singapore



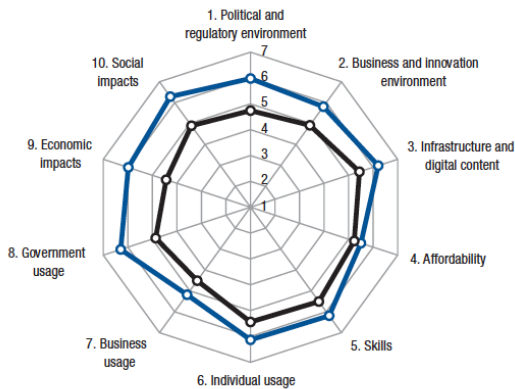
Belgium



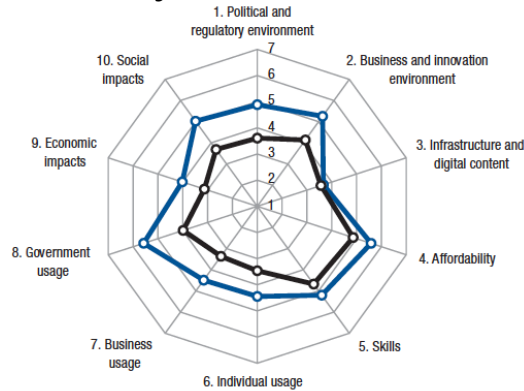
Singapore scores substantially better than Belgium for the Networked Readiness Index (NRI) and all its sub-indexes

NRI of 6 most important ASEAN countries

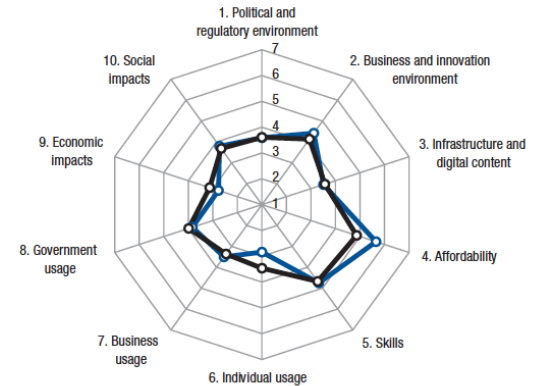
Singapore



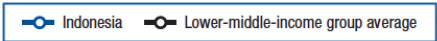
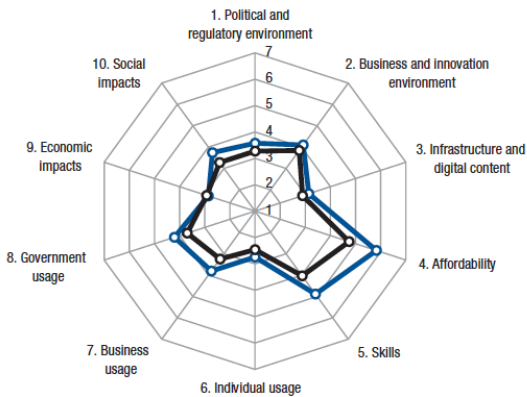
Malaysia



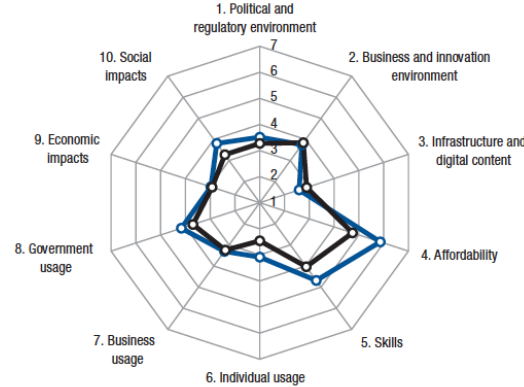
Thailand



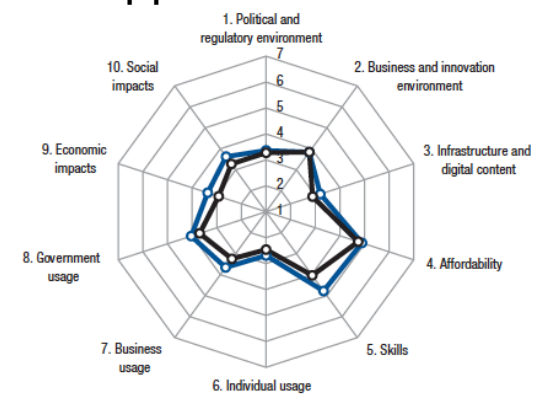
Indonesia



Vietnam



Philippines



Attractive place for VC & startups

The Venture Capital and Private Equity Country Attractiveness

Ranking 2013

1	United States	100.0
2	Canada	97.8
3	United Kingdom	95.4
4	Japan	92.9
5	Singapore	92.8
6	Australia	91.9
7	Germany	91.7
8	Hong Kong	90.1

Source: IESE business school

Support entrepreneurship and create **friendly environment** to attract foreign businesses

Government initiatives

FFF co-funding up to \$50k
Spring Singapore

Seed-funding up to \$250k
i.JAM (reloaded)

Incubator co-funding up to S\$500k
National Research Foundation

Large-scale ICT events

CommunicAsia2013

The 24th International Communications and Information Technology
Exhibition & Conference

BroadcastAsia2013

The 18th International Digital Multimedia & Entertainment Technology
Exhibition & Conference

EnterpriseIT2013

The 10th International Information Technology Exhibition & Conference
for the Enterprise

Region's largest and most established ICT and media communications event

50,000+ industry professionals from 100+ countries/regions

2,000+ exhibitors

3 tips on where to start

1. Prioritize the markets, countries or cities

- **List top 10 factors** that will drive revenue, users or usage
- Check **market data** such as the Global Information Technology Report 2013 (INSEAD and the World Economic Forum)
- Calculate **weighted average** of the drivers fro each market
- **Ranking** might give surprising insights

2. Concentrate your efforts

3. Be aware of the largest markets

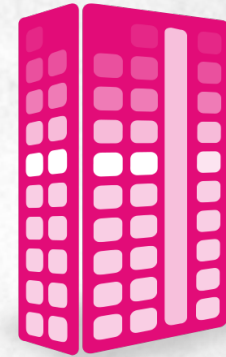
iMinds Incubation & Entrepreneurship



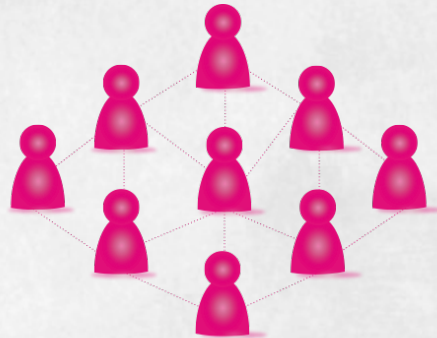
training & coaching



financing



facilities



networking



internationalization

Go Global program 2013



14 supported companies



5 supported companies

3 paying companies in
Singapore office for **7** seats

2 successful SMU internships



iMinds in Singapore

- Located in Block 71, in the heart of the tech start community
- Landing base for Flemish ICT-companies eager to explore the SE-Asian markets
- Offering advice and business development support to participants in iMinds “Go Global’-Program



Call Q4 2013

Some important deadlines to remember:

- Call open: **November 4th, 2013**
- Call closed: **November 24th, 2013** at 23:59
- Internal pre-selection: **November 26th**
- Pitches & selection: **December 3rd, 2013**
- One-on-one coaching: **December 4th**

Companies who apply for the **Go Global** program, should be available (at least 1 person per company) for both the **3rd** and **4th** of **December**.

Questions?

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