

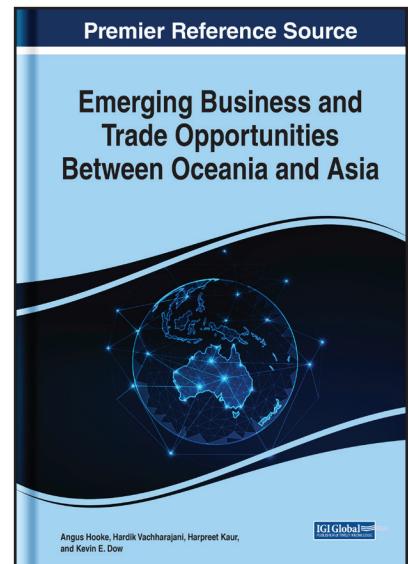
Emerging Business and Trade Opportunities Between Oceania and Asia

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Angus Hooke (Australian Institute of Higher Education, Australia), et al.

Description:

Asia and Oceania are close geographically, have complementary trade and investment opportunities, and have developed strong business relationships during recent decades. The rapid growth of Asia has provided huge two-way opportunities in trade and investment for businesses in these areas. In the coming decades, continued strong growth in East Asia is likely to be accompanied by even stronger growth in South Asia. Businesses in Oceania are generally better placed than those of Western Europe and North America to take early advantage of the burgeoning opportunities in Asia.



Emerging Business and Trade Opportunities Between Oceania and Asia is a comprehensive reference that comprises research on the latest business ventures and developments that are being forged between countries that include Australia, China, and India. This book provides insight into general knowledge about the trade and investment policies and patterns of the two areas and specific knowledge about more targeted trade and investment opportunities. Covering a plethora of topics such as economic development, knowledge management, and start-ups across a wide range of industries that include tourism and hospitality, elderly care services, and information technology sectors, it is ideal for existing and new business entrepreneurs in Oceania and Asia; economic and political commentators; and researchers, academics, and students working in the fields of economics and business-oriented disciplines. Additionally, business professionals and financial investors can use the book to gain a deeper understanding of investment opportunities in areas such as health and tourism, and business consultants can utilize it to develop road maps for their clients of future business opportunities in what will continue to be the largest and most rapidly growing part of the world economy.

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