

## Tapping into AEC's free flow of resources

What would be the impact of an Asean Economic Community in 2015 on your industry? How is your organisation gearing up to ride the market opportunities?

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AS a store fixtures specialist supporting international retail brands in their growth initiatives, the establishment of the AEC is most welcomed. We have manufacturing facilities in Malaysia and a common market will allow output in Malaysia to be delivered at zero tariff within Asean countries, making production in Malaysia as competitive as, if not more so than, in China. Operating costs have always been one of the many crucial considerations for our clients when it comes to creating greater retail presence.

The AEC will potentially put Asean on a level playing field with the current two economic giants, China and India. The pull factors will increase, including rising GDP which will serve to attract more international retailers to expand aggressively in this region.

With the presence of a large pool of relatively untapped young talent in Asean, coupled with China re-calibrating herself towards consumerism and labour cost adjustments, we could be seeing more foreign direct investments in Asean compared to past periods. We are very much looking forward to the good news in 2015 as we continue to serve a plethora of diverse retail brands.