



## SoPark International

SoPark International has linkages and oversight into 10 Southeast Asia (SEA) countries: Malaysia, Singapore, Laos, Vietnam, Cambodia, Philippines, Brunei, Myanmar, Thailand, and Indonesia.

Two recent projects of US based companies using **SoPark International**:

### “Third Eye Design Incorporated” – for their Motorcycle Helmet Safety Lighting System...

- Engaged qualified manufacturer in SEA to produce and package product.
- Established and qualified distribution networks for the sale of the product within SEA.
- Provide on-going oversight and management of the business in SEA.

### Electronic Pet Bandana...

- Established channels and working relationship with SEA manufacturer to modify current design to fit customer requirements.
- Provided a complete solution and successful delivery of final product to customer.

## Check our website for past issues...

- Advantages of Conformal Coating
- Minority Women Owned Business
- Critical Components Management
- Offshoring - Finding the Balance
- Design for Manufacturing - DFM
- Box Builds - Going Beyond the Board
- Cables & Harnesses
- Websites

**...or contact us**

## Going Global - Southeast Asia

Traditional manufacturing and product market relationships going through the main Asian sources may not be the right fit for all consumer products. Whether your needs are high volume cost effective manufacturing or just access to Southeast Asia (SEA) markets themselves, you need the right channel partner to enable success. The main players are as follows: Malaysia, Indonesia, Vietnam, Thailand.

Some important thoughts to consider:

- **Consumer Product Manufacturing Sourcing** - Relationships and linkages to a vast portfolio of manufacturing sources can help enable the “right fit”. The end manufacturer has to have the combination of the right experience and cost structures. Capabilities can range from prototype to high volume production of electronic components to full product assembly.
- **Intellectual Property (IP) Protection** - Your IP can be one of your most valuable assets. The ability to control and protect IP needs to be taken into consideration when dealing with remote overseas entities. Going through a trusted partner can help protect your valued IP.
- **Established SEA Liaison** - The right channel partner with experience can be key to any successful project. Trying to set up an overseas relationship by yourself can be difficult, costly and have many hurdles.
- **Critical Certifications and Registrations** - The right channel partner should have the knowledge of the necessary SEA regulations, licenses and other needed documents or filings required in the host country.
- **Opening New Market Opportunities** - SEA markets are continuing to grow in size as there is more availability and adoption of new electronic technology based products. Understanding how to connect the dots into these markets is critical as they can be very different from North American or other existing markets.
- **Customized Solutions** - Every opportunity can be customized ranging from small electronic components to final product assemblies, design, marketing channels and overall management oversight. Finding the right combination can be the difference between success and failure,

Some helpful links to insightful articles and websites:

[Future of Logistics: Electronics Production Transition to Southeast Asia Changes Global Logistics Directions - Euromonitor.com](#)

[Rethinking manufacturing supply chains in Southeast Asia \(ey.com\)](#)

[Move Production Out of China to Southeast Asia? - Insight Solutions Global](#)

[EY Indonesia - Home | Building a better working world](#)