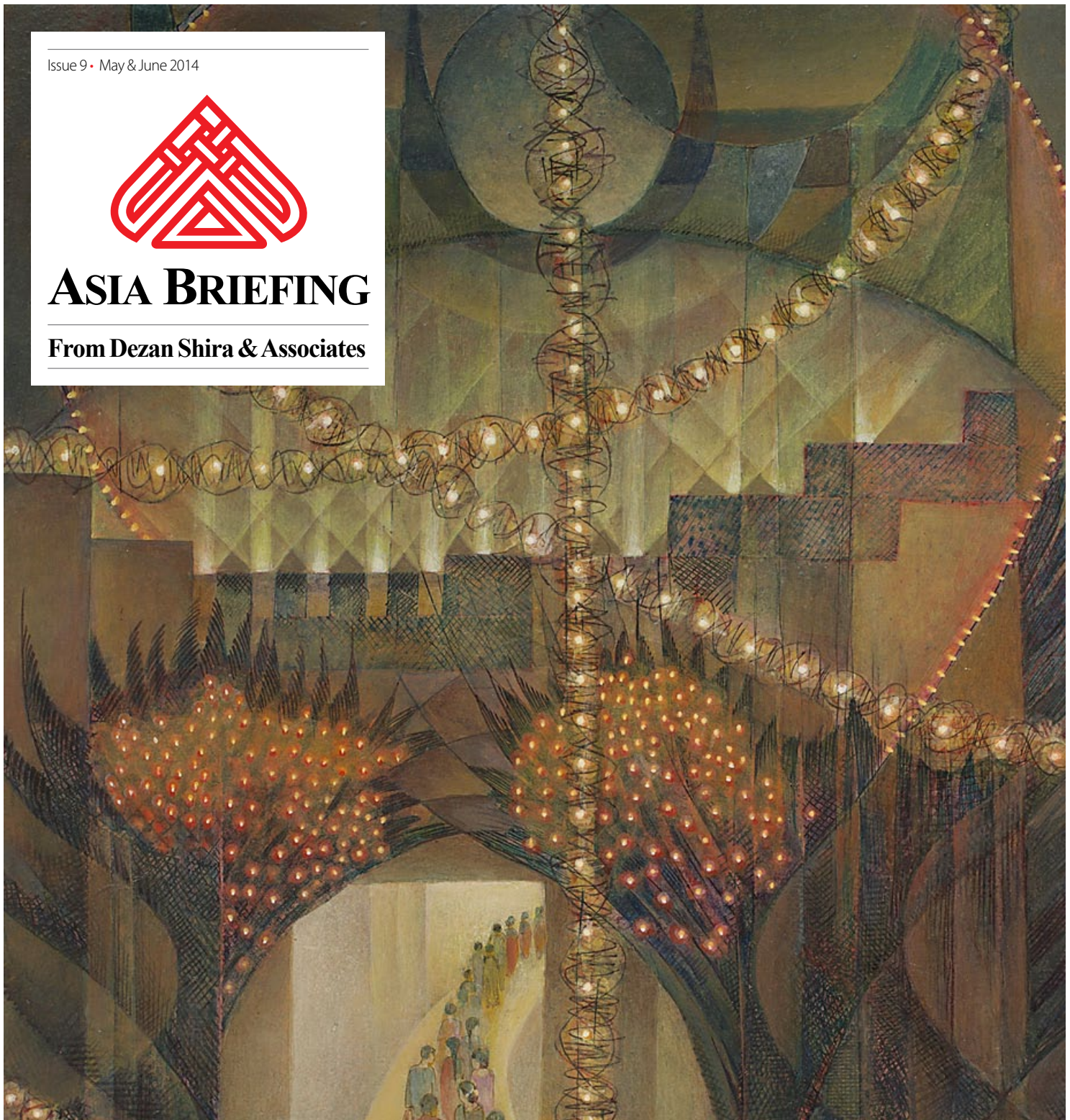


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ASIA BRIEFING

From Dezan Shira & Associates



E-Commerce Across Asia: Trends and Developments 2014

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E-Commerce
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Understanding
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Market



Introduction



Dear Clients and Readers,

For businesses seeking to boost their competitive presence in Asia, exploring options for investment in e-commerce and e-retail can be the key to formulating an effective strategy for sustainable growth and development. With consumers in the Asia-Pacific region set to dominate e-commerce spending this year and lead global e-retail growth through the end of the decade, the potential costs of failing to establish and consolidate an e-commerce presence in Asia have never been higher.

In this issue of Asia Briefing Magazine, we provide a comprehensive overview of e-commerce trends across the Asia-Pacific region with a focus on developing markets in Southeast Asia. In addition to analyzing macro-level economic and development indicators that signal the potential for region-wide growth, we explore several rapidly growing markets in-depth while highlighting opportunities for investment in each.

As e-commerce spreads throughout the developed and developing world, the online transactions it facilitates will continue to provide a level of convenience previously unimaginable to businesses and consumers alike—offering digital buyers access to goods and services that would otherwise be unavailable in their immediate localities. Empowering buyers to place orders for products at their leisure and compare notes on styles, prices, and quality with their online peers, e-commerce has effectively revolutionized how business-to-business and business-to-consumer transactions are conducted.

With more than 20 years of experience in the region, Dezan Shira & Associates is pleased to assist businesses and investors in exploring options for establishing or expanding their e-commerce presence in Asia. For additional business intelligence and regular updates on regulatory, legal, and tax developments related to e-commerce in Asia, please log on to our region and country-specific websites.

With best wishes,

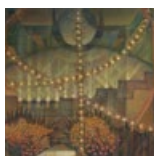
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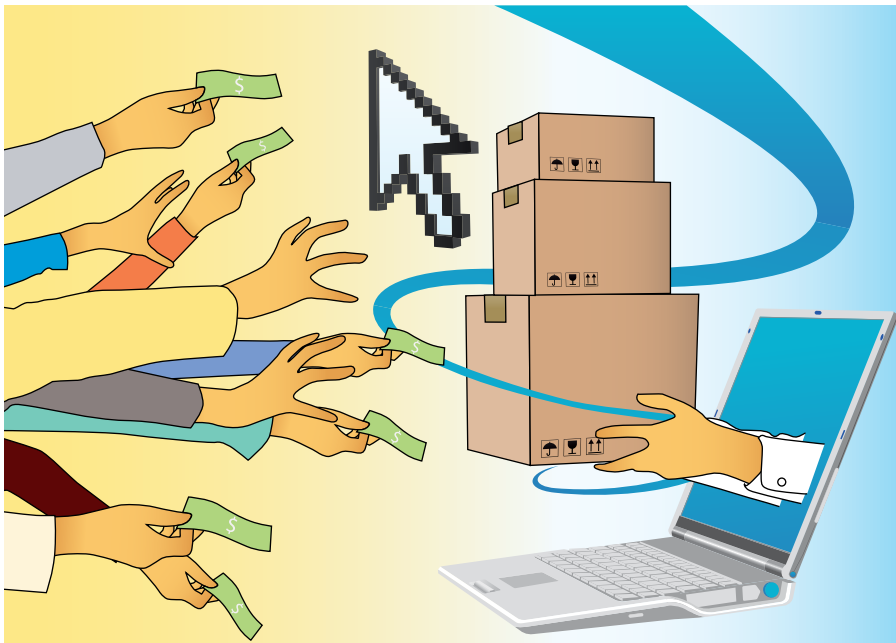


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This Month's Cover Art

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-  [China's E-Commerce Regulatory Framework](#)
-  [Higher FDI Caps for E-Commerce in India](#)
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