Doing Business in the Pacific Rim Region

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INTRODUCTION

The economies of the Pacific Rim countries have undergone a roller coaster experience through the 1990s. Unprecedented growth rates were followed by a Japanese recession and the 1997-99 Asian financial crisis. The crisis in turn became short lived as the Pacific Rim bounced back by mid 1999 with the exception of Japan. Significant growth potential and opportunity have returned. China has recently become a member of the World Trade Organization and the 21st century has been described by many commentators as China's century. Japan, despite her sluggish economy, continues to rank as the world's second largest economy. Canada, as a geographic partner in the Pacific Rim, continues to be in a unique position to take advantage of this long term growth in trade and investment.

In conducting business in the Pacific Rim, Western business executives will encounter different attitudes and behaviour from their Asian counterparts. New strategies are required which take into consideration the individual characteristics of each culture and country. It is not always easy to adapt one's corporate organizational behaviour to a new and foreign setting. However, literature is readily available to aid businesses in pursuing their activities in the Pacific Rim.

The intent of this annotated bibliography of materials and services is to assist the business person in gaining access to information sources which will make business opportunities in the Pacific Rim less formidable. Of course, students will use the bibliography to assist them in their international business projects. It is broken down by individual country where appropriate. The "Pacific Rim Region" section contains publications which cover all countries or various parts of the region. The periodicals listed are excellent sources for current information, while the bibliographic databases described are particularly useful for tracking down earlier published articles. The "Selected Internet Sites" section has been expanded considerably since the earlier edition. Of the hundreds of sites reviewed the listed sites have been selected because of their content, ability to stay current, and the links they provide to other relevant sites. Remember that the addresses provided for the sites are as current as possible, but may change or become obsolete due to many factors. If this occurs try using a search engine for the respective organization.

The book portion of the bibliography generally contains more recently published materials. It is a representative rather than a comprehensive listing of everything that is available. Keep in mind that the collections of the A.D. Cohen Management Library are constantly being developed. An asterisk (*) indicates a new entry since the 1999 edition.

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AUSTRALIA


This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Australia include China, Hong Kong, Japan, Korea, the Philippines, Singapore, and Taiwan. Each title in the series generally follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Australia. Topics covered include foreign investment, business culture, demographics, and business law. As a country with a tradition of strong agricultural and mineral exports and an awakening industrial sector, the chapter on "Opportunities" is of particular interest. The main import and export sectors are examined as well as opportunities for growth. Some of these growth sectors include franchising, manufacturing aided by government economic reforms, services, and tourism. Although the official language of Australia is English, the chapter on business slang makes for interesting reading. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.

LOCATION: ADMIN HC 605 A7736 1996 (Reference)


The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Australian guide introduces the country and explains why the life style of the population is best expressed by the phrase, 'No worries mate.' There are individual chapters on the aboriginal impact on the country, travelling in Australia, and doing business. In regards to doing business it is noted that Australia has realized that it is in its best interests to define itself as being part of the Asia Pacific Region. Australians appreciate openness, directness, and a sense of humour in business relationships. The guide concludes with two practical sections on the unique aspects of the Australian vocabulary and facts about Australia.

LOCATION: ADMIN BJ 2007 A8 M54 2000 (Main Stacks)
CHINA (PEOPLES REPUBLIC OF CHINA)

The phrase "bamboo network" refers to the network of Chinese entrepreneurs in Southeast Asia. Language, culture, ethnicity, and family have provided a common ground for the Chinese to successfully cross national boundaries throughout Asia. Overseas Chinese provide the largest share of investment in mainland China. Lessons can be drawn from their experiences by Western investors and entrepreneurs. Perhaps the most important is the development of a strong relationship with one or more of the leading overseas Chinese companies. The book concludes with three possible scenarios for China's future development.
LOCATION:  ADMIN HG 5782 W44 1996 (Main Stacks)

In order to overcome the many misunderstandings about China, this study focuses on the experiences of some one hundred expatriate managers, largely American, working in China. The author uses their insider knowledge of the Chinese marketplace to develop commercial policy recommendations for the United States and other countries. Five business functions are assessed through the interview/questionnaire process. They are negotiation and establishment, human resources, production management, distribution and marketing, and legal obligations. Generally, the study finds that the problems that foreign companies have in doing business in China cannot simply be solved by government to government negotiations. The five internal business functions are affected by China's transition from a state to market economy, market structure problems, and the behaviour of the foreign companies themselves in a unique market. Policy recommendations for the U.S. government include a more pragmatic approach, particularly in appreciating the limits of the influence of the World Trade Organization (WTO). The U.S. needs to allow for China's impending political reform as well as to improve bilateral relations between the two countries. The implications of China's WTO membership are discussed in the conclusion.
LOCATION:  ADMIN HD 2910 R67 1999 (Main Stacks)

This volume is one of the titles in Oxford's Regional Development in China series. Others in the series include Fujian, Guangdong, and Shanghai and the Yangtze Delta. The series demonstrates that China can no longer be studied as a monolithic whole, but rather deserves regional attention to ensure accuracy and reliability of the analysis. Beijing has been China's capital for almost six centuries while Tianjin is the capital's coastal outlet. Chinese central authorities now recognize the Beijing-Tianjin region as part of a new development strategy which involves the two municipalities as well as the four surrounding provinces. Known as the Bohai Rim this area is forecast to be the first national growth centre in northern China. The contributors to this volume look at Beijing's and Tianjin's history and culture, their government and politics, their geography and natural resources, their human resources, and their economic development. The Beijing-Tianjin region, as the governmental and bureaucratic hub of the country, requires a labour force with a strong secondary and vocational educational background. The export and industrial performance of Beijing and Tianjin are analyzed as well as their development strategies. Prospects for the entire Bohai Rim region conclude the text. The economic analysis is accompanied by tables of economic statistics for the region through to 1995.

LOCATION: ADMIN HC 427.92 R44 v.4 (Main Stacks)


Peggy Kenna has authored a series of pocket size books which provide the reader with simple, straightforward advice on conducting business in a foreign setting. Her guides include coverage for Italy, China, Japan, Korea, Mexico, and Taiwan. Although the guides compare American business culture with the respective culture of the country analyzed, the comparison is also relevant for the Canadian business audience. Each guide addresses the major differences between the two cultures in the areas of business etiquette, communication style, problem solving and decision making, and meetings and presentation style. For example Americans and Chinese see competition in a dramatically different light. Americans see competition fostering creativity and contributing to high performance while the Chinese see harmony as all important with competition leading to disharmony. Similarly American society is oriented towards the individual with people gaining identity through their individual achievements, whereas the Chinese are group or family oriented, do not accept individual responsibility, and in fact do not have a word in their language for privacy. The relative brevity of the guides clearly indicates that they are intended for a quick introductory read. Nonetheless, they provide practical nuggets of information particularly for those in need of cross-cultural training in a business setting.

LOCATION: ADMIN HD 58.7 K45 1994 (Main Stacks)
As China undergoes major changes to its economic and social structures, so too are there changes in her relationships in the international business community. The authors do not see China’s business culture as simply tradition-bound, but rather as something that is living and developing as the business climate changes worldwide. Wang and her colleagues write from an insider’s perspective as they attempt not merely to explain China, but to induce the reader to learn about China as well. Traditional Chinese business values are viewed along with the business values developed since the late 1970s with Deng Xiao Ping’s Open Door policy. Chinese negotiation style is looked upon as a skill that must be learned and then applied. Chinese management style is looked at from the vantage point of how modern Chinese corporations enter into joint venture agreements. As the business world and government are closely linked in China, the role of government officials and relationship building with them is examined. Chinese consumer psychology is analyzed along with trends in the Chinese market, and lastly the role of promotion and distribution in the world’s largest market is addressed.
LOCATION: ADMIN HF 3836.5 W35 1998 (Main Stacks)

The author's intent is to write a book offering practical, rather than abstract advice to those planning on coming into contact with the Chinese business community and government officials. As such it is a straightforward guide which offers insights into the commercial and economic conditions of the country as well as business travel information. A brief overview of today's China and its people is followed by chapters dealing with the work setting, negotiations, etiquette, and living and working in China. It is an easy read and comes with suggestions for further reading and an appendix of useful telephone and address information.
LOCATION: ADMIN HF 3836.5 A47 1997 (Main Stacks)

**Business Opportunities in Sichuan Province, China.** Tan Teck Meng. Prentice Hall. 1996.
This title is one of the volumes in the Nanyang Business Report Series edited by the faculty at Nanyang Technological University in Singapore. The other volumes cover the Yangtze River Delta, China; Penang, Malaysia; and the Philippines. This volume focuses on Southwest China and in particular the inland region of Sichuan Province. The issues addressed include the investment climate, geographical investment location decisions, choice of industrial sectors, and form of investment. The book's strength lies in its discussions of the regional and sectoral differences of Sichuan Province from the rest of China. In this regard the two most important cities in Sichuan Province, Chongqing and Chengdu, the provincial capital, receive special attention. In terms of sectoral analysis the electronics sector receives detailed scrutiny of three subsectors, consumer electronics, component electronics, and industrial electronics. Several case studies of companies either presently operating in Sichuan Province or considering it close the text.
LOCATION: ADMIN HC 428 S9 B87 1996 (Main Stacks)
This title is one of the volumes in the Nanyang Business Report Series edited by the faculty of Nanyang Technological University in Singapore. The other volumes cover Sichuan Province, China; Penang, Malaysia; and the Philippines. This volume is broken into four major sections. The first deals with location and in particular the attributes of Shanghai, the chosen center for China's future economy, and the neighbouring cities of Suzhou and Nanjing. The second section looks at special economic zones within the Yangtze River Delta focusing on their respective competitive advantage factors as well as the opportunities available for foreign investment. Section three identifies the key sectors which will likely dominate economic expansion in the region. These include the banking and financial sectors, real estate, the tourism industry, and town and village enterprises. The latter are distinct from state owned enterprises and are seen as significant growth areas particularly through joint ventures with foreign investors. The concluding section presents a number of case studies. Each deals with a state owned enterprise, Baosteel (steel), Huafei (electronics), Shanghai BOC (industrial gases), Panda Electronics and Shanghai Jahwa (personal care and cleaning products).
LOCATION: ADMIN HC 428 Y3 B87 1996 (Main Stacks)

As China has moved from an economy dominated by state-owned enterprises to a more open market economy, the nature of doing business in China has also changed. China 2000 collects contributions from some 16 academic scholars on this transformation that has affected all levels of Chinese business. Structurally the volume consists of three parts: emerging business issues for domestic firms, issues for foreign firms, and issues facing both domestic and foreign firms. The second part deals mainly with international joint ventures and increased Chinese cooperation. International joint ventures are analyzed from the perspective of their key characteristics, structures, environment, and technological sophistication. In terms of foreign direct investment (FDI), it is noted that almost three quarters of FDI comes from the Chinese community in the former British colony of Hong Kong, Macao, Taiwan and Singapore. The essays address issues that affect both domestic and foreign firms including China's financial system, her taxation system, and the development of accounting in China. Trade unions in China are discussed in the context of the developing role of human resource management in the new business environment.
LOCATION: ADMIN HF 3836.5 C458 1999 (Main Stacks)
This significant reference work on mainland China, including Hong Kong, contains four major sections: an overview of the socio-economic environment, a directory of key companies, sources of further information, and a statistical datafile. The overview provides the necessary background information for operating in the Chinese market in narrative and statistical format. It reviews the latest figures and trends, to the end of 1997, in the areas of economic indicators, demography, sales, households, and consumer activity. The key company section profiles the top 500 companies in China and 300 companies from Hong Kong. The sourcebook portion of the book features some 500 additional information sources. These include the publications of the national statistical office, trade associations, and market research companies as well as on-line sources and web sites. The statistical datafile contains over 100 tables, mostly through 1996, drawn from the Chinese State Statistical Bureau on all aspects of the Chinese and Hong Kong economies.
LOCATION: ADMIN HF 5260 A3 C473 (Reference)

This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to China include Australia, Hong Kong, Japan, Korea, the Philippines, Singapore, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with China. Topics covered include foreign trade, business law, financial institutions, and trade fairs. As the country with the world's fastest growing economy, the chapter on "Marketing" is of particular interest. It outlines resources, approaches, and specific markets in the country. It also includes discussions on the 14 major sectoral growth areas and a section on China's Special Economic Zones including Guangdong and its capital Guangzhou (Canton). All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HC 427.92 C4636 1994 (Reference)

This major reference publication is the most comprehensive statistical overview of China published to date. It is a collaborative effort of major commercial publishers and China's State Statistical Bureau. The intent is to provide business and marketing data in a standardized format for all of China’s municipalities of cities, provinces, and autonomous regions. These jurisdictions numbering 30 are profiled individually as well as indexed using a market power index known as "Zhong Guo Fu Li." The index is statistically driven to demonstrate the economic and purchasing strength of each region. Detailed analysis is also provided for individual cities and other jurisdictional areas but market power indices are not available. Major subject categories of data include population, natural resources, industry, the economy, transportation, education, and the environment. An introductory chapter considers China’s place in the world and provides an overview of its economic resources and physical characteristics. The text is in both English and Chinese.

LOCATION: ADMIN HA 4631 C44 1998 (Reference)


The author, a noted international economist and Asian expert, takes a contrary stance on China's emerging economy. He argues that China has many fundamental weaknesses that require attention. Inflation and unemployment, traits of a cyclical market economy, have accompanied China's economic successes. Henderson demonstrates that China, initially thought impervious, has been affected by the Asian currency crisis and its aftermath. China's economic slowdown before the crisis is examined as well from the point of view of oversupply relative to demand. Social tensions arising from unemployment, particularly in the countryside, have become a serious problem. In analysing future economic trends several questions are raised. These include the devaluing or defending of the renminbi, the Chinese currency, and the practicality of holding the Hong Kong dollar pegged to the U.S. dollar at its current rate. Several solutions to China's problems are suggested including streamlining capacity and rebuilding the infrastructure of state owned enterprises. The author concludes by forecasting in the areas of politics, economics, and society. The forecasts are realistic and point out the difficulties that lie ahead for China's continuing entry into the world's market economy.

LOCATION: ADMIN HC 427.92 H455 1999 (Main Stacks)
Barry Turner, editor of the Statesman's Yearbook, has edited a series of fact books on major countries or regions around the world. The coverage includes Central Europe, China, France, Germany, Italy, Latin America, Scandinavia, and the United Kingdom. The intent is to provide a readily accessible reference guide to the historical events, the business and social customs, the major cities, and the economies of the various countries and regions profiled. The Chinese guide opens with a brief description of China's 22 provinces, 5 autonomous regions, 4 government controlled municipalities, and the special administrative region of Hong Kong. These descriptions include a listing of major cities, ethnic groups, climate, physical features, and products. Key historical events and a chronology of the Chinese dynasties follow. The major Chinese cities of Beijing, Shanghai, Guangzhou or Canton, Hong Kong, and Taipei, Taiwan's capital, receive individual attention commensurate with their importance.

As Beijing considers Taiwan a renegade province of the Chinese motherland it is included in the profile along with other recently added territory such as Macao (1999) and Hong Kong (1997). All 3 of these areas receive full country status descriptions including full attention to their infrastructures, their economies, and their natural resources. Colored maps are provided for China: Provinces and Municipalities, Beijing, Shanghai, Hong Kong Island: Northern Shore, and Tibet. Recommendations on further reading are included at the end of each major section of the book.

LOCATION: ADMIN DS 779.26 C4735255 1999 (Main Stacks)

China has long been forecast to become one of the major economic and political powers of the 21st century. This work supports that forecast by focusing on China's potential in terms of her economy, her role in international relations, her investment and trade sector, her banking and finance sector, and her industry and commerce. The changing nature of China's government and the impact of developments in technology and communications are also featured. Each of these sections within the book is introduced by the relevant Chinese government minister representing that sector's portfolio. Chapters within those sections are authored by leading experts from the corporate, legal, academic, or legal spheres. As to China's economy the current situation is one of oversupply and overcapacity with a backward rural population having little demand for consumer goods. The Chinese state is focusing on rural infrastructure projects to correct this imbalance. With World Trade Organization membership, China is liberalizing her trade and investment environment and moving to a less state controlled economy. With regards to China's industrial and commercial enterprises the key question appears to be whether Chinese society can cope with the social and psychological change from a state controlled and supported society to one supported by a market economy. China's banking and financial sectors have undergone a decade of reform through the 1990s and the contributors to this section provide an overview of past developments and future requirements. Playing a critical role in China's century will be the Internet and mobile telecommunications sectors both of which have allowed the country to make remarkable and rapid progress in all aspects of her information technology and communication applications.

LOCATION: ADMIN DS 706 C51137 2001 (Main Stacks)
The author, formerly a business negotiator and more recently a scholar, wrote this book because of a dissatisfaction with the current literature on the Chinese negotiation style and way of doing business. Although based on the author’s dissertation, it is very readable and intended for a wide audience. The recent literature is reviewed and critiqued for its lack of a systematic model. The model recommended is composed of three components: the People’s Republic of China or PRC condition, Confucianism, and Chinese stratagems. Each is addressed in turn. A significant part of the book is made up of some 40 case illustrations. The illustrations show how the PRC condition, Confucianism, or Chinese stratagems, either singly or in combination, shape Chinese negotiating style. In the conclusion Fang coins the term ‘coop-comp’ to describe the strategic mix of cooperation and competition used by the Chinese in negotiations. This ability to negotiate both cooperatively and competitively, based upon their sociocultural background, goes a long way to explain why Chinese negotiators are often described as being contradictory, strange, and inscrutable.
LOCATION: ADMIN HD 58.6 F36 1999 (Main Stacks)

The case made in this book is that the Chinese diaspora, essentially those Chinese living outside mainland China, are the key to the economic transformation now taking place in China. Secondly, this dramatic change is a result of the close linkage between the Chinese diaspora and the successful economies of small towns and villages of China and not large, state-owned enterprises or foreign multinationals. The first part of the book looks at the Chinese enterprise outside of China and the opportunities they have on the mainland. Part two presents the results of research surveys and interviews conducted on diaspora investors and firms on the mainland. The final part of the book focuses on the impacts and outcomes of Chinese diaspora capitalism. Extensive footnotes and bibliography supplement this work. Numerous statistical tables support the research throughout the text.
LOCATION: ADMIN HG 5783 L48 1996 (Main Stacks)

China's size, natural resources, and huge population make it the giant of East Asia. The potential reward for setting up a successful business with the Chinese is therefore significant. The author's purpose is to provide guidelines which will assist the foreigner in day to day dealings with the Chinese. These guidelines are drawn from a thorough analysis of the cultural values that affect the business process in China. There are also separate chapters on Taiwan and Hong Kong.
LOCATION: ADMIN HF 5389 D4 1989 (Main Stacks)
Since 1978 foreign direct investment has been a significant means by which China has transformed its economy. At that time Chinese leadership appreciated the need for foreign capital to act as a catalyst for economic development. The legal treatment of foreign direct investment is examined over this period as it has evolved with the Chinese government's need to react to the demands for economic expansion. As an example, the government now deals with joint ventures in a regulating rather than a controlling mode. Similarly, the author demonstrates how wholly foreign-owned subsidiaries now receive national promotion where earlier they received only regional emphasis. Other areas of focus include regional economic policies, the tax structure, foreign exchange management, technology transfer, and foreign bank operations. Generally, liberalization has occurred in all these areas.
LOCATION: ADMIN KNQ 3202 J53 1994 (Main Stacks)

The author's intent is to indicate the fundamental differences in Chinese negotiating practices with the hope that a better understanding will prevent unwanted friction in business and government matters. Chinese practices are based on cultural and institutional factors and these in turn may be a combination of traditional Chinese culture and Marxism-Leninism. The research is derived from intensive interviews and conversations with individuals engaged with Chinese officials and managers. A useful summary of negotiating principles concludes the text.
LOCATION: ADMIN HD 58.6 P92 1992 (Main Stacks)

Business managers and government officials are the main audience for this book which focuses almost exclusively on foreign direct investment. Trade issues are not discussed. Due to the constantly changing nature of doing business in China, a continuous, negotiating stance for foreign investors is recommended. China's investment, cultural, and legal environments are viewed against continually shifting economic and commercial conditions. The implications of Tiananmen Square are evaluated in the context of future investment decisions.
LOCATION: ADMIN HG 5782 D57 1991 (Main Stacks)
This trade directory lists over 4000 companies and enterprises which have the authority to import and export. It is divided into two main sections, the national section and the local section. The former is comprised of companies subordinate to the national government and the latter is comprised of companies attached to provinces, municipalities, autonomous regions, cities, and special economic zones. The entries are current to December 1992 and have been verified by the Ministry of Foreign Economic Relations and Trade. The entries include addresses, telephone, telex and fax numbers as well as a description of the business and the products produced. This directory is a major source of company-specific information for mainland China.
LOCATION: ADMIN HF 3833 D575 1992-93 (Reference)

As its title suggests this book offers very practical advice to the business person conducting business with The People's Republic of China. Its format is a series of points in outline form. Consequently, it is very easy to consult and read. Particularly useful sections deal with the infrastructure in China and the Chinese government's policies concerning importing, exporting, and foreign investment. China's manufacturing sector and market opportunities and trends are also highlighted. A "do's and don'ts" section summarizes Chinese culture and business practices.
LOCATION: ADMIN HF 3128 Y36 1993 (Main Stacks)

The author sees China in a fluid state undergoing massive change in its attempt to merge capitalism with communism. From this perspective China's emerging status as an economic powerhouse is examined in detail. Intended for the business person, each chapter has a key points section which outlines the chapter's contents. Special economic zones, coastal areas, and other development prospects in the provinces receive special attention. Other chapters deal with Chinese salesmanship, negotiation skills, management/labour, and the financial and tax systems. The final chapter concludes with forecasts for the future of China's "socialist market economy". The appendices provide details on China's government structure, banking system, and regulations on foreign business.
LOCATION: ADMIN HF 3128 M87 1994 (Main Stacks)

One of the chief aims of the first edition of this book was to bring international business people up to date on China's economy, her rules and regulations concerning foreign trade, and the legal and operational requirements of conducting business in the country. This theme continues in the revised edition. Some 46 locations (cities, provinces, regions) are identified as areas of opportunity. Each of these locations is profiled in detail and this is done by the research arm of China's Ministry of Foreign Trade and Economic Cooperation (MOFTEC). This section is very useful for the detailed information provided on local conditions. Other key sections of this major reference book include surveys of selected Chinese industries, a presentation on foreign company operations in China, and an overview of Sino-Western joint ventures. The appendices are comprehensive and include top company listings, joint venture information, securities industry legislation and stock exchange listings, a guide to trademark registration, and a directory of commercial offices of Chinese embassies worldwide.

LOCATION: ADMIN HC 427.92 D65 2000 (Reference)


The author has written four other books using a similar format about Korea, Singapore, Taiwan, and Thailand. His intended audience is the business executive getting started in the business environment of mainland China and Hong Kong, in anticipation of the 1997 reversion. As a quick read it is not meant to answer specific legal or business questions. It has a straightforward layout. Part one deals with Chinese culture, in particular the family, politics, and law. Part two focuses on the economy and business. The third part concerns itself with the reader's personal experience with China. As such it covers travel tips, living conditions, and things to do and see. A useful address section is included.

LOCATION: ADMIN HF 3838 U6 L47 1994 (Main Stacks)


Using the interview technique with managers, corporate executives, and government officials as a major source of information, the author examines how joint ventures have been implemented since the introduction of new regulations in China in 1979. The study is thorough and goes beyond legal analysis by considering the political, economic, and cultural context. It focuses on joint manufacturing ventures in Wuhan, a city of some seven million people situated in central China. The findings are applicable to the broader context of joint ventures throughout China.

LOCATION: ADMIN HG 5782 R64 1994 (Main Stacks)
This volume is one of the titles in Oxford's Regional Development in China series. Others in the series include Guangdong, Beijing and Tianjin, and Shanghai and the Yangtze Delta. The series demonstrates that China can no longer be studied as a monolithic whole, but rather deserves regional attention to ensure the accuracy and reliability of the analysis. Fujian Province lies to the north of Guangdong and east of the island of Taiwan with which it has a special relationship. Fujian was selected in 1979 along with Guangdong to be part of China's new economic reforms. The result has been a rapidly expanding economy with large amounts of foreign capital flowing in. Taiwan's relaxation of restrictions on economic ties with mainland China in 1987 initiated this flow. Fujian is the ancestral home of a significant portion of overseas Chinese and they have further stimulated development in the province. The contributors to this volume examine the history and culture, government and politics, geography and natural resources, human resources, and the economic challenge facing Fujian. The economic analysis includes an overview of development since 1949, the changing nature of the industrial sector, and new goals for the province for the next two decades. This analysis is complimented by tables of economic statistics for the province generally covering the period from the late 1970s to the early 1990s.
LOCATION: ADMIN HC 427.92 R44 v.2 (Main Stacks)

Guangdong Province has been a leading light in the economic management program of China's central government since 1980. The intent of the eight contributors to this book is to meet the demand for current and authoritative information on this regional success story. Due to China's geographic size and cultural diversity it is important not to underestimate its regional uniqueness. Guangdong's history and culture, politics, and natural and human resources are examined thoroughly. This examination sets the stage for the concluding section which focuses on economic development. The narrative is supported by numerous figures and statistical tables. This work is the first in a series of eight books planned to look at China region by region.
LOCATION: ADMIN HC 427.92 R44 v.1 (Main Stacks)
This directory is one of the most comprehensive reference works one will find when researching China. Each of the 40 principal administrative divisions in China, including its provinces, regions, zones, and municipalities is surveyed. Each survey summarizes the major characteristics and developing trends of that geographical area. For example, Hainan Province, consisting of Hainan Island and several smaller islands in the South China Sea, is broken down into five development areas. The biological, mineral, and aquatic resources are reviewed. The status of the province’s water supply, energy output, telecommunication and transportation facilities, and foreign trade activity are also addressed. Each geographical survey section concludes with address and phone information. Following chapters look at China’s infrastructure, resources, and industrial markets from a country-wide perspective. For example, the section on petroleum provides statistical information on the industry as well as descriptions of the major Chinese companies in the field. The sector’s competitive situation, market access, and offshore potential are also reviewed. Contact names and addresses follow. The final chapter scans foreign involvement in industrial development in China as of 1995, by individual company.
LOCATION: ADMIN HF 3833 S58 1995 (Reference)

Taking the traditional position that the Chinese have a unique society long closed off by the Great Wall, this book introduces and analyzes the Chinese people, their ideas, behaviours, and roots. It draws upon examples from everyday life to illustrate the essence of Chinese culture. Each sphere of the cultural reality is addressed including the political, economic, religious, and social aspects of the individual in society. The significance of the five generations of a family and regional cultural differences are also discussed. Skills necessary for associating with the Chinese including those of friendship, social interaction, talking, dining, and gift giving are also discussed. The book concludes with taboos of the Chinese people. In total, this work combines an in-depth study of Chinese culture with practical advice on conducting business on a daily basis.
LOCATION: ADMIN HF 5389 H83 1994 (Main Stacks)

This work is a series of thirteen articles that review China and its international business context in the coming years. The articles review recent economic reforms, the legal environment, counter trade, direct foreign investment, joint ventures, and Chinese culture and negotiations. Of particular note is an article dealing with the training of managers for placement in China.
LOCATION: ADMIN HD 62.4 I557 1993 (Main Stacks)

As its sub-title suggests this book follows a question and answer format with 184 questions arranged in 24 topical chapters. The chapters cover the relevant investment concerns including preferential policies, business structures, dispute resolution, taxation, foreign exchange, financial accounting, and land use. The author and his co-authors are active in foreign investment consulting and appreciative of the need for practical advice on the intricacies of doing business in an economy undergoing dramatic transformation. Although originally published in Chinese, the text does not suffer in translation. The appendices are particularly useful as they contain the actual foreign investment laws and regulations of China. The appendices cover approximately half of the book.

LOCATION: ADMIN HG 5782 W37 1997 (Main Stacks)

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The author indicates that his book is different than other existing books on doing business with people from other cultures. It is not a simple listing of one business man's experiences nor is it structured in an academic, case study format. Rather, the intent is to provide practical, brief, and simple guidelines that can be easily followed. In fact the book is broken into sections of what to do and what not to do in terms of appropriate and inappropriate behaviour. Within these four sections individual points are summarized like a shopping list. Clearly the audience is those in business or government who do not have the time for extensive research. Within this framework, attention is given to the various behaviours required for meetings and negotiations, socializing, managing joint ventures, and living in China.

LOCATION: ADMIN HF 5389 .B83 1994 (Main Stacks)

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The term "overseas Chinese" refers to the large network of Chinese living off mainland China. Estimated to number some 55 million, this empire is linked through guilds, societies, family, personal, and financial connections. Its GNP is larger than that of China's. Analyzing the ethnic solidarity and work ethic of the overseas Chinese, the author provides a work which is both history and economic analysis. Awareness and knowledge of the financial power brokers of the Pacific Rim is a prerequisite to doing business in the region.

LOCATION: ADMIN HF 3838 P16 S43 1995 (Main Stacks)
World Trade Press. 1996.
The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The China guide cautions against cultural stereotyping of the Chinese. With China’s immense geographical size, regional differences are addressed. A discussion of time reveals the Chinese aversion to deadlines. Business outside the law is discussed with graft at all levels not uncommon. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION: ADMIN HD 58.7 L497 1996 (Main Stacks)

Guangdong Province, on mainland China's Southeast coast in close proximity to Hong Kong, leads China in trade activity and as a result is China’s richest province. This study focuses on Guangdong’s economic performance and highlights sectors for future growth for Canadian business. It is based on some 25 interviews with Canadian companies active in Guangdong Province. The interview technique draws out the most effective business principles utilized by Canadian business. They include sensitivity to business culture, commitment, and preparedness. A succinct analysis, this report will be useful for those looking for commercial opportunities in China.
LOCATION: ADMIN HC 427.92 G67 1995 (Main Stacks)

The author presents the background to the dramatic development of China as an economic super power. The context for China's growth is outlined, and this is largely a story of economic reform and the development of a market economy. The special relationship between Guangdong Province and Hong Kong's management and financial community is also explored.
LOCATION: ADMIN HC 427.92 O93 1993 (Main Stacks)

This volume is one of the titles in Oxford's Regional Development in China series. Others in the series include Fujian, Guangdong, and Beijing/Tianjin. The series demonstrates that China can no longer be studied as a monolithic whole, but rather deserves regional attention to ensure accuracy and reliability of the analysis. Shanghai is strategically located at the mouth of the Yangtze and acts as a gateway to the Pacific. It is the largest city in China and a centre for Chinese culture. Shanghai rose to prominence as a major international port in the 1800s as one of China's five treaty ports. Where Beijing is the political capital of China, Shanghai is the commercial capital. The contributors to this volume look at Shanghai's history and culture, her government and politics, her geography and natural resources, her human resources, and the state of economic development in the region. Shanghai has a strong system of academic education and exports educated personnel to the rest of China. Shanghai's recent economic development has been spurred on by the central government designating the city as a commercial and financial centre. Large foreign capital inflows followed and 200 of the world's largest manufacturing companies are now located in the city. Concern is expressed about China's membership in the World Trade Organization and her preferential government policies towards specific zones or regions. The economic analysis is accompanied by tables of economic statistics for the region through to 1995.

LOCATION: ADMIN HC 427.92 R44 v.3 (Main Stacks)


The British Publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Chinese guide opens with an introduction to China's past including her dynasties, her people including the 'overseas Chinese', and foreigners in China. There are individual chapters on travelling in China, communicating and making friends, and doing business. As to doing business ten business tips are recommended. These include the critical importance of exchanging business cards, the need to appreciate long term commitment in relationships, and the need to learn how to read body language as the Chinese tend not to be direct in their speech. The guide concludes with two practical sections on hints on using the Mandarin language and facts about China.

LOCATION: ADMIN BJ 2007 C56 M37 1999 (Main Stacks)
The author brings two fresh approaches to his study of business initiatives in China. First of all, he incorporates Chinese sources and Chinese analysts rather than using foreign business experts and the case study method of only looking at individual companies. Secondly, he uses the framework of strategic management to analyze the factors required in a successful venture in China. What he finds is an investment environment which is not as fixed and rigid as one might expect, but one which is adaptable to new forms of investment as long as they are within normal cultural boundaries. What is needed is an understanding of the Chinese operating environment and a set of creative and back up strategies for that environment.
LOCATION: ADMIN HD 62.47 S74 1995 (Main Stacks)

Although the intended audience is the business community, this book can be utilized by anyone seeking to broaden their knowledge about commercial interests with the Chinese. The historical context of the three countries is addressed in the first section which is comprised of 11 chapters focusing on history, culture, politics, and economics. What follows are 10 chapters focusing on the practical matters of doing business. These include negotiation styles and business cultures, trade and investment policies, joint ventures, and technology transfer. Also analyzed is the prospect of economic integration of the three countries. A selected bibliography provides sources for further investigation.
LOCATION: ADMIN HC 427.92 C3543 1993 (Main Stacks)
HONG KONG

A classified listing of over 12,000 firms and organizations which do business in Hong Kong. The listings run from accounting firms, to importers and exporters, to manufacturers, to trade promotion organizations. Each entry has addresses, phone and FAX numbers, contact names and banker, where appropriate, and product or service offered. The 1993/94 volume is the 17th edition of this comprehensive directory.
LOCATION: ADMIN HF 3851 B88 1993/94 (Reference)

This guide was published after Hong Kong became a region of China on July 1, 1997. Hong Kong has maintained her autonomy, except in matters of foreign affairs and defence under the principle of one country, two systems. The 12 contributors to this volume all reside in Hong Kong and are experts in their respective fields. The focus is on the business and legal context rather than on cultural issues. Therefore, regulatory matters such as taxation, intellectual property, securities regulation, and litigation are addressed in detail. Similarly, the conduct of business is handled by separate chapters on business organization, financing, marketing, and foreign trade. The foreign trade chapter combines a how-to approach with a statistical analysis of Hong Kong's most important engine of economic development. Future prospects in the trade area are also addressed. Hong Kong-China relations, both pre and post 1997 are discussed in an introductory chapter setting the context for the other contributions.
LOCATION: ADMIN HF 3852 B87 1998 (Main Stacks)

This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Hong Kong are Australia, China, Japan, Korea, the Philippines, Singapore, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Hong Kong. Topics covered include the economy, opportunities, industry reviews, business culture, and marketing. With an export oriented economy, the chapters dealing with Hong Kong's foreign trade, import policies and procedures, and export policy and procedures are particularly relevant. They describe the nature of Hong Kong's trade, what is traded and with whom, trade policy, and the practical information required to conduct trade with one of the world's leading trading nations. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HC 470.3 H6655 1994 (Reference)

Designed as a guide for exporters of consumer products or capital goods who want to select the best dealers, distributors, or agents for their products in the Hong Kong market. The author intentionally focuses on small and medium exporters. As Hong Kong is the gate to southern China, this market is also evaluated via Hong Kong middlemen. Contains useful annexes of statistics, addresses, and leading companies.

LOCATION:  ADMIN HC 470.3 K43 1993  (Reference)


The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Hong Kong guide notes that Chinese and English are both official languages with English widely used in commercial and financial circles. Subtleties of reading and negotiating with the Hong Kong Chinese are addressed. The importance of socializing and entertaining in the banquet tradition is acknowledged. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.

LOCATION:  ADMIN HD 58.7 G79 1996  (Main Stacks)
INDONESIA


The recent turmoil in Indonesia underlines the racial diversity which exists in the country. With a population of some 200 million Indonesia has over 100 major ethnic groups, each with its own language. Fortunately, there is a national language, Bahasa Indonesia, used by the vast majority. Nonetheless, Indonesia’s diversity often confuses the outside world. Java and Javanese culture with its complex hierarchical system dominate the country. Javanese culture is characterized by the avoidance of all forms of confrontation and therefore Western style individualism poses problems in the business context. The predominance of Islam in Indonesia adds further complications to the business setting. Islamic banking, which prohibits the charging of interest, is analyzed in detail. The impact of these cultural and religious traditions on corporate culture, management, and business dealings with westerners is then addressed. This includes the concerns of corruption and state bureaucracy which are often cited as problems when conducting business in Indonesia. The significant role Chinese Indonesians, who control 80% of private business, is analyzed from the perspective of why they are successful. This volume concludes with a business almanac section containing practical information on all aspects of Indonesia business life.

LOCATION: ADMIN HD 3616 153 153 1997 (Main Stacks)


The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Indonesian guide notes that the country’s coat of arms carries the words "Unity in Diversity" (English translation). Indonesia is both diverse and heavily populated; it has over 300 native ethnic groups, just as many languages, and at 200 million the fourth largest population in the world. Fortunately the national language, Bahasa Indonesia, is a relatively simple language. Establishing the right connections, be they in government or in the private sector, are important for business success. Other guidelines are provided in a strategies for success section. Also included is a business outside the law chapter due to the common practices of graft and corruption. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.

LOCATION: ADMIN HD 58.7 C622 1997 (Main Stacks)

The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Indonesian guide opens with an introduction to the great diversity of the country. It is a country of over 13,000 islands, over 500 languages and dialects, stretches some 5,000 kilometers from tip to tip, and although predominantly Muslim has large minorities of Hindu, Buddhists, Christians, and Animists. Indonesians are very family orientated and this sense of family can result in one being drawn into a family circle if an acquaintanceship develops into a friendship. Harmony is a cherished value in Indonesia and public scenes or the losing of face are situations to be avoided. There are individual chapters on getting around the country, doing business, and on the eight major regions of the island dominated country. The guide concludes with two practical sections on speaking the language and facts about Indonesia.

LOCATION: ADMIN BJ 2007 I63 S39 2001 (Main Stacks)
JAPAN

**Approaching the Millennium: Canada and Japan in the New Era.** Charles McMillan.
As Canada’s second largest trading partner, Japan remains, despite her economic and financial turmoil, an integral player in Canada’s future. This study focuses on the Japan-Canada relationships and the impact Japan’s attempts to restore economic growth will have on that relationship. Japan’s banking crisis is analyzed and a framework for reform is offered. Her management structure, keiretsu, is discussed and the need to accelerate the deregulation agenda, particularly for the domestic sector, is recommended. Japan’s difficulties, however, present an opportunity for strategic minded Canadian investors as investment barriers are low all across Asia, and particularly in Japan. The best method is through direct investment as the author notes that there is a consensus emerging in Japan that alliances and partnerships with foreign firms are an appropriate form of doing business. There are numerous statistical tables and exhibits as well as five appendices of economic and financial data to support the text.
LOCATION: ADMIN HF 3228 J3 M39 1998 (Main Stacks)

This study focuses on the impact of NAFTA on Japan and secondly on the new emerging global economy. This new economy will be multilateral (many countries), regional (regional trade blocs), or a combination of the two. Against this development, the implications for Canada and Japan are analyzed. Useful reading for those concerned about investment, trade, and business in the global context.
LOCATION: ADMIN KF 6668 J3 B843 1993 (Main Stacks)
Peggy Kenna has authored a series of pocket size books which provide the reader with simple, straightforward advice on conducting business in a foreign setting. Her guides include coverage for Italy, China, Japan, Korea, Mexico, and Taiwan. Although the guides compare American business culture with the respective culture of the country analyzed, the comparison is also relevant for the Canadian business audience. Each guide addresses the major differences between the two cultures in the areas of business etiquette, communication style, problem solving and decision making, and meetings and presentation style. For example in regard to communication style Americans admire fluency, are great talkers, and find silence in conversation uncomfortable. The Japanese, in contrast, find silence a way of communicating, can be suspicious of too many words, and believe it is better to talk to little rather than to talk too much. In terms of decision making Americans usually give the authority to make decisions to one person. Decisions tend to flow from the top down. The Japanese favour group decision making with the manager initiating the decision making process by gaining consensus and coordinating support for it. Generally all members of a company affected by a decision must approve it. Although time consuming this approach ensures complete support for the decision. The relative brevity of the guides clearly indicates that they are intended for a quick, introductory read. Nonetheless, they provide practical nuggets of information particularly for those in need of cross-cultural training in a business setting.

LOCATION: ADMIN HF 5389 K455 1994 (Main Stacks)

The essence of this book is the supplier-customer interaction in product development in the Japanese context. Two major case studies are used to illustrate this business to business market. They are the Toshiba Corporation and its relationship with Cummins Engine during the development of a ceramic diesel engine, and Nippon Steel and its relationship with Toyota concerning coated steel sheet for autobodies. The case study analysis reveals differences and similarities between Western and Japanese approaches to technological development. In particular certain qualities of Japanese industrial culture are credited with Japan's success story. An appreciation of the business networks in place in Japan can assist those interested in doing business in the Japanese environment.

LOCATION: ADMIN HF 5415.1263 L3 1997 (Main Stacks)

This publication indicates quite clearly that there is a wide gap between the strong rhetoric used in Canada about the importance of high value added products and the reality of what Canada exports to Japan. Canada’s leading exports to Japan continue to be commodities like coal, canola, copper, and lumber. Seven case studies, Alcan, Brewster Tours, Cognos Incorporated, Nippon Diversey, Northern Telecom, Scotiabank, and Xcan are used to represent a cross-section of the Canadian experience in Japan. As well as providing a context to the Japanese market, the cases are intended to act as teaching cases for Canadian business schools. Insights gained from the cases conclude the text. Structural barriers such as regulatory constraints and complicated distribution systems are changing slowly, but can still be a deterrent unless a company is committed. Partnerships remain a critical element of success and were found in all the case studies except one. The partnership must be advantageous to the Japanese partner. They also must feel that their advice is being taken seriously as they see themselves, not foreigners, as experts on their own markets. Another common factor predicated success is the need for a quality company image gained through reputation, capabilities, or brand image.

LOCATION: ADMIN HF 3228 J3 C36 1998 (Main Stacks)

**Canadian Small and Medium-Sized Enterprises in Japan.** James Tiessen. Canada-Japan Trade Council. 1999

This study incorporates case studies and a survey of 184 companies to determine how Canadian small and medium enterprises (SMEs) enter the Japanese market. It also identifies the benefits these companies gain from entering that market. The case studies look at companies in the following sectors: pre-engineered housing, processed seafood, food additives, robotics, and custom signs. The survey results demonstrate that older Canadian companies took longer to make their first sale to Japan than Canadian companies which were more recently founded. This speed of market entry factor is consistent with the theme of international globalization. The survey results also indicated that most SME companies, some 78%, entered Japan by the way of third party. The known value of trading companies and agents in the Japanese market is thus reinforced. A third area investigated through the survey was that of hindrances or hurdles which prevented companies from doing business in Japan. As one would expect the difficulties encountered as a result of communication, language, and culture were the most significant. The second major problem was that of finding distributors. On the positive side SME companies experienced increased exporting skills, found that the reputations earned acted as a leverage for other markets, and that company morale was boosted as a result of the Japanese experience.

LOCATION: ADMIN HF 3228 J3 T54 1999 (Main Stacks)
Although intended as a guide to doing business in Japan this publication would be equally useful to tourists, government officials, and scholars looking for information on one of the world's economic success stories. It is broken down into eight main parts such as politics, society, culture, the economy, and doing business in Japan. Each part is in turn broken into chapters which are concise and easy to digest either individually or in conjunction with other chapters. The doing business part, for example, has three chapters: market entry, selling, and business culture.
LOCATION: ADMIN HC 462.95 J46 1993 (Main Stacks)

**Charting Japanese Industry: A Graphical Guide to Corporate and Market Structures.**
This work is the first English translation of a Japanese best-seller which is regarded as a standard on big business in that country. The author explains the current status of Japanese corporate structure by first analyzing the six major groupings of enterprises, the Keiretsu, and other giant company groups. Their organizational structure, key relationships, and features are profiled in chart form. Industry structures are then similarly treated in chart form sector by sector. Some 65 sectors are covered with each clearly and graphically delineated. The result is a reference work which gives an immediate snapshot of a company, grouping, or industry. It is very useful reading for anyone engaged in studying or conducting business with Japan or Japanese companies throughout the world.
LOCATION: ADMIN HD 2756.2 J3 O8613 1995 (Main Stacks)

This directory has the very simple purpose of providing a listing of the companies in Canada which are doing business in Japan. The alphabetical list provides address and phone information. A second section arranges the companies by the type of business activity with which they are involved. Over 4800 companies are included in the 1997 edition.
LOCATION: ADMIN HF 3228 J3 C66 1997 (Reference)

Growing in coverage every year, the 1995 edition lists over 2,500 Canadian companies and their Japanese representatives by sector. The Directory is bilingual (English/Japanese) and is intended for buyers of Canadian products, services, and technologies in Japan. It is also useful for Canadian companies contemplating entering the Japanese market. The Canada-Japan Business Committee membership list is provided. The Directory is also available on disc.
LOCATION: ADMIN HF 3228 J3 D57 1995 (Reference)
The format of this guide is a series of chapters written by specialists on all aspects of Japanese business, culture and society. That stated intent is to convince Western business to operate in Japan and to provide the necessary information and guidance to do so. Particularly useful are the last eight chapters which deal with specifics on penetrating the Japanese market. They deal with routes into Japan and opportunities in public relations, advertising, marketing, supplying, investment, and technology in the Japanese environment. Each of the thirteen chapters is self-contained and allows the reader the option of selecting only those most relevant to their specific requirements.
LOCATION: ADMIN HF 3228 J3 D64 1994 (Main Stacks)

This work is the edited proceedings of a conference held in Winnipeg, October 1994 organized to present an overview of Manitoba-Japan trade relations. It has a focus on emerging trade opportunities in Japan for Manitoba business. Manitoba success stories are highlighted. Speakers included representatives of the federal and provincial governments, the Asia Pacific Foundation, the Manitoba Chamber of Commerce, and the local business community.
LOCATION: ADMIN HF 3229 M3 D64 1994 (Main Stacks)

This publication is the edited proceedings of a conference sponsored by the publisher, the Department of Foreign Affairs, JETRO, and the Carleton University Forum for International Trade Training. The intended audience is small and medium-sized companies exploring the possibility of entering the Japanese market. Japan is Canada's second largest trade partner. From that perspective the papers deal with high technology opportunities in Japan, JETRO's service to Canadian exporters, communicating and negotiating with the Japanese, and marketing in Japan. The concluding paper deals with preparing an export business plan. Overall this volume provides a quick overview of doing business with Japan.
LOCATION: ADMIN HF 1480.15 J3 D654 1997 (Main Stacks)

Nishiyama notes that while the Japanese have adopted many aspects of Western-style culture and economic development, they have remained "uniquely Japanese" to the point where special considerations must be taken when conducting business with Japan. Japan's historical isolation from foreign elements has resulted in a view of the world where non-Japanese are described as "other." This attribute and other barriers to communication, such as language and cultural values, are fully explored with the author mapping out special strategies for business success under these circumstances. The topics covered include the nature of the close collaboration between government and business, proper means to establishing and maintaining business relations, interpersonal communication skills, contract negotiation techniques, and the decision making process in Japanese organizations. Group decision making or "ringi" is uniquely Japanese and contrary to Western business experience. The process is intuitive with every member of the Japanese management team ultimately approving a proposal before it can move on to the next stage. Advice on public speaking and making presentations to a Japanese audience is provided in the context of Japanese cultural expectations. The book concludes with sections on working for overseas Japanese multinationals and working in Japan. A short glossary of Japanese terms and concepts and reference notes follow the main text.

LOCATION: ADMIN: ADMIN HF 5389.3 J3 N57 2000 (Main Stacks)


This work is described by the author as the first book to deal with the Western business women and her contact with Japanese men. Drawn from the experiences of over 200 women, this handbook covers all aspects of Japanese business etiquette and corporate culture. Easy to read and logically arranged, it comes with high praise from many business leaders with a Japanese business connection.

LOCATION: ADMIN HF 5389 W55 1993 (Main Stacks)


The author describes his work as a guide to understanding what is going on in the mind of the Japanese businessman. Starting with the concept of time and covering all aspects of culture and society which affect the corporate world, insights are provided which will improve one's business opportunities in Japan. Also demonstrated is the difference between dealing with the Japanese abroad as opposed to working with them in their home country. Contains a useful bibliography on Japanese corporate culture and society.

LOCATION: ADMIN HC 462.9 A6417 1994 (Main Stacks)
The author rightly sees communication as the key element in doing business or successfully interacting with the Japanese. As a cross-cultural communication trainer formerly residing in Japan, Goldman has the background to offer sound advice. He does so in a format incorporating numerous organizational settings and communication topics. They include first meetings, greetings, listening, culture shock, and social behaviour. The analysis is thorough, but also practical, as it contains many real life settings.
LOCATION: ADMIN HD 70 J3 G65 1994 (Main Stacks)

The author outlines the demise of the economic boom which characterized Japan since World War II. Wood, a former bureau chief for the Economist, relates the agonizing difficulties Japan is encountering as the global economy moves from a manufacturing to an information based economy. Japan, as the world leader in mass production and high technology, will suffer the most in this changed environment. Japan must fully join the world's market economy in order to remove itself from recurring crises. Within this context Wood provides forecasts on the changing face of the Japanese market place and society.
LOCATION: ADMIN HC 462.95 W66 1994 (Main Stacks)

Having lived and worked in Japan for over twenty years, the author provides an insider's perspective on how to conduct business with the Japanese. Of particular note are sections dealing with Japanese consumer attitudes, joint ventures, hiring Japanese employees, unions, and the distribution system that most foreigners find so complicated. A section on living in Japan will be especially useful for those who have to relocate to Japan for a period of time.
LOCATION: ADMIN HF 5387.D3835 1987 (Main Stacks)

The Keizai Koho Centre is a nonprofit organization designed to promote a better understanding of Japan's economy and society both at home and internationally. This reference publication outlines Japan's place in the world's economy through the use of statistical tables, charts, and graphs. Where appropriate, Japan's efforts are compared to other countries. When country comparisons are not appropriate, time series analysis is provided. Major subject categories covered include the national economy, trade, industries, public finance, employment, and culture. This title conveniently provides a statistical picture of either a portion of or the entire spectrum of Japan's place in the world economy in a pocket book format.
LOCATION: ADMIN HC 461 J29 2002 (Reference)
This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Japan are Australia, China, Hong Kong, Korea, the Philippines, Singapore, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Japan. Topics covered span the economy, opportunities, export and import policies and procedures, business culture, and demographics. As the world's second largest economic power the chapter entitled "Industry Reviews" is of interest. It reviews the status and trends of 16 key industrial sectors from aerospace to toys. Each sector also has a useful list of additional contacts. The "Business Dictionary" section provides some 425 words and phrases in English and Japanese with corresponding transliteration and pronunciation tables. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HF 3827 J37 1994 (Reference)

This almanac chronicles key trends in the Japanese political scene, the economy, the environment, and the financial and industrial sectors for 1993. A market share section provides statistics on the leading companies in over 100 sectors. Major players in the retail/wholesale industry are ranked. A directories and statistics section provides government and business addresses as well as statistical information on all aspects of the Japanese economy. Published annually.
LOCATION: ADMIN HC 461 J35 (Reference)

The editor of this volume notes that its purpose is to provide an overview of Japan at the end of a century during which it has undergone great change. It also looks at Japan's prospects for the 21st century. With this in mind the book is broken down into four broad sections, history and context, political economy, society and culture, and international relations. If need be, this allows the reader to focus on a specialized topic. The business reader will be drawn to the political economy section where major sectors are analysed. Agriculture and fisheries, manufacturing, the financial system, and the service sector all receive individual chapter attention. Japan's successful production strategies in manufacturing are of interest, particularly experience curves, just-in-time inventory management, and robotics. On the other hand, in the discussion on the service sector, Japan's distribution system is criticized for its complexity. The economic role of the government and the role of trade are both looked at as determinants in Japan's successes and failures over the past 50 years. The chapters on society and culture will be of use for those living and working in Japan as well as those considering doing business with or in Japan. The international relations section focuses on Japan's relationship with individual countries or regions, the United States, Europe, China, and East Asia. The text is heavily supported by statistical tables and figures on all matters concerning Japan.
LOCATION: ADMIN HC 462.9 J3195 1999 (Reference)
This annual publication covers all aspects of the marketing and advertising industry in Japan. It features advertising award winners in multiple categories and special articles on changing markets and regulations. Print, radio, television, and multimedia are reviewed in detail. Overviews, trends, and statistical information are provided for each of these media. The directory section is impressive and includes listings of agencies, organizations, public relations firms, as well as separate directories for each of the major media formats such as newspapers, magazines, radio, and TV. Advertising rates for these media are also included
LOCATION: ADMIN HF 5415.12 J3 D45 2001 (Reference)

Published by the Japan External Trade Organization (JETRO) this comprehensive directory covers 24,000 products and services, and 2,250 companies. Included are trade and industrial associations, banks, securities houses, and law and patent offices. The products and services section is broken down into export and import sub-indexes for easy use. The company section gives up to 25 bits of information for each company entry. A trade name index is provided. Useful guides to the 47 Japanese prefectures give excellent regional information not readily available elsewhere. Maps of each of the prefectures are provided in this section. Parts of the directory are available on the JETRO site at http://www.jetro.go.jp/.
LOCATION: ADMIN HF 3823 J343 2000/2001 (Reference)

This volume is a collection of papers dealing with the controversial subject of the Japanese distribution system. Sections deal with the nature of the system, retail and wholesale distribution in particular, and new opportunities for market entry into Japan. Four industry specific case studies are also presented: air express service, photographic film, the auto after market, and fish.
LOCATION: ADMIN HF 5415.6 J36 1993 (Main Stacks)

Japan's economy was on the upswing through the late 1980s to the point that Japan became the world's largest foreign investor. Since 1990 the Japanese economy has been in a downturn. This situation has implications for Japan's external capital flows and, in turn, countries like Canada which are reliant on Japanese capital. However, these implications may not all be negative in the years to come. New opportunities for Canadian business may well result if barriers to the import of foreign goods and services are eased in response to consumer demands. Amongst others, several specific Canadian industries identified for growth in Japan include building products and processed foods. Other possibilities for Canadian-Japanese business are also addressed.
LOCATION: ADMIN HF 1480.15 J32 W75 1994 (Main Stacks)
Professional service exports to Japan are currently invisible as no paper trail of such transactions takes place. Nonetheless, the author’s intention in this study is to explore the potential for growth in Canadian financial and licensed professional services exports to Japan. After a political and economic update on Japan’s current status, trends in Japan’s and Canada’s trade in the service sectors are discussed. The types of services covered include legal, accounting, financial, architectural, engineering, and product design services. Each sector is then profiled in turn. Case studies in legal services and architectural design are offered. The author notes that many of the impediments which exist to Canadian service sectors becoming actively involved in export market opportunities lie within the structure and nature of these sectors in Canada. For example, currently licensed professional firms do not place a priority on exporting their services. Secondly, many professional associations do not have the mandate or responsibility to promote the services of their members in international markets. On the other hand, there are no insurmountable impediments, except in the legal sector, to foreigners either exporting their professional services to Japan or setting up shop there.
LOCATION: ADMIN HD 9989 J3 G72 1998 (Main Stacks)

This volume is the edited proceedings of a conference sponsored by the Canada-Japan Trade Council and JETRO (Japan External Trade Organization) as well as other trade promotion agencies held in Montreal on September 24, 1996. It deals with recent developments in the Japanese market for software from Quebec. With Japan having the world's second largest software market and Canada having a 5% share of that market, export opportunities exist. In a succinct manner an overview of the Japanese market is provided along with tips on how to access it. A success story is presented, that of Logo Computer Systems in the area of educational/consumer software. Its success is predicated on a number of factors not the least of which is having a properly translated Japanese product since most Japanese cannot read English adequately. The services provided by JCMB Technology to assist small and medium sized companies entering the Japanese market close the proceedings. Their role is to provide market analysis and strategic planning for such companies in regard to market entry.
LOCATION: ADMIN QA 76.751 J37 1996 (Main Stacks)
The author describes his book as a descriptive and informative account of what retailing in Japan is really like. It is intended for both business and academic readers. The early chapters provide detailed background information on the overall retail market and the structure of the distribution system. In Japan the distribution system is complex and often described as inefficient. The latter part of the book focuses on specific retail sectors such as the department stores, the small independent retailers, and conglomerate retail groups. The author foresees major changes in Japanese consumer behaviour as well as in retailing and distribution practices. The text is supported by a vast array of statistical tables and charts.
LOCATION: ADMIN HF 5429.6 J3 L37 1994 (Main Stacks)

This publication is the proceedings of a conference which brought together a number of Canadian and Japanese experts on the export of Canadian housing products and services to Japan. The three sectors focused on include primary wood products, finished building materials and prefabricated housing, and design and architecture. Broader based papers look at domestic consumption in Japan as well as the future of housing in Japan. Although this work focuses largely on companies operating out of British Columbia, insights into exporting Canadian housing products from other provinces may be gained.
LOCATION: ADMIN HF 1480.5 J3 J36 1995 (Main Stacks)

This volume is the edited proceedings of a conference sponsored by the Canada-Japan Trade Council, the Japan External Trade Organization, and the Department of Foreign Affairs and International Trade. It features experts on the Japanese software market and is specifically intended for small to medium Canadian software companies considering the Japanese market. Several of the papers deal with Canadian success stories. Legal issues of doing business in Japan, an overview of the software market, and software localization for the Japanese market are other issues that are addressed. With Canadian software only having a 5 per cent market share of the total Japanese software market, there remains considerable room for growth.
LOCATION: ADMIN HF 1480.5 J3 J362 1995 (Main Stacks)

This study provides an analysis of international trade performance with an emphasis on manufactured goods in Canada, Japan, and the United States. Other broader long term trends such as exchange rate instability and recessionary economies are related to this analysis. The study's implications are then discussed in the context of Canadian manufacturing and business decision making under changing circumstances.
LOCATION: ADMIN HF 1480.15 J3 D25 1994 (Main Stacks)

The author, an academic residing in Tokyo, has also spent a number of years in business exporting to Japan. From this perspective he targets those who want to know how to enter and succeed in the Japanese market. The time is opportune to get into the Japanese market because of the relative weakness of the competition in Japan’s recessionary economy. Understanding the historical roots of Japan’s economic miracle is presented as a prerequisite for an appreciation of Japanese business behaviour. A discussion of the various market entry options to the Japanese market follows. These are categorized as full, partial, and no ownership options. Melville addresses important strategic questions such as the concept of quality, maintaining a local workforce, and networking. He then turns to the theme of what one needs to know and do once in the Japanese market. The nature of Japan’s controversial distribution system and marketing the Japanese way receive detailed attention because of their importance to success in Japan. Potential sector openings in the market conclude the text. The narrative is strengthened through the use of illustrations of foreign companies' problems and successes.

LOCATION:  ADMIN 5415.12 J3 M45 1999  (Main Stacks)


In the form of 200 concise, practical strategies or statements the author offers his insights, as a business consultant, into what he terms one of the most lucrative, but toughest markets in the world. The strategies are loosely arranged under some two dozen headings such as establishing contact, the art of speaking, and gracefully playing the underdog. Although little background or analysis is offered the book introduces the subject and acts as a quick read if one is pressed for time. An appendix offers an address directory of Japanese agencies and organizations.

LOCATION:  ADMIN HF 5389 K56 1996  (Main Stacks)


This publication is the edited proceedings of a conference held in St. John's on June 16, 1998 sponsored by the Canada-Japan Trade Council and a number of other trade promotion agencies. Its theme was to review and expand the relationship between Newfoundland and Japan. The level of Canadian and Newfoundland trade with Japan is presented with natural resource products dominating the export market. Canada's action plan for developing the business partnership with Japan is outlined. It identifies a number of sectors which have demonstrated potential: agri-food and fisheries, building products, information technology, health care, consumer products, and tourism. Two success stories are outlined, Atlantic Group Ltd. in housing products and Grand Bank Seafoods in the agri-food sector. The activities and services offered by the Japan External Trade Organization (JETRO) are reviewed. It is noted that JETRO has shifted from its original mandate of promotion of exports from Japan to promotion of imports into Japan.

LOCATION:  ADMIN HD 9014 C23 N66 1998  (Main Stacks)
An annual publication which presents an overview of Japan in the form of an informational text with easy to read statistical data. The purpose is to give the reader an insight into modern day Japan. The comprehensive statistical data covers all areas of Japanese society, from climate and population breakdowns, to industrial sectors, to trade and finance, and to social life and trends. The Library holds the last 15 editions.
LOCATION: ADMIN HC 461 N56 1994/95 (Reference)

The author, Jon Woronoff, gives his own book high praise by describing it as the book he wished he had read when he first arrived in Japan. In this second edition he goes on to remind the reader that although Japan remains one of the toughest markets in the world, it also continues to be one of the most attractive. It is attractive because of its status as the world's second biggest market and its potential for a major economic recovery. The initial chapter surveys what has changed in Japan through the 1990s as her economic bubble burst. Reforms and deregulation have taken place, but innovation has only occurred with innovators like Sony and Toyota. With mergers and acquisitions foreigners can now enter the market by simply merging with a Japanese competitor. However, the author concludes that many underlying business factors have remained the same. What follows is an examination of the Japanese corporate community, government's role in business, and Japanese business culture. Entry points into the Japanese market are discussed and these include exporting, licensing, franchising, and joint venturing. The formal nature of negotiating with the Japanese is reviewed and the importance of having one's own interpreter is stressed. The difficulty in recruiting the right personnel is addressed particularly in the context of the concept of lifetime employment. The oversized Japanese distribution system is analyzed and ways to cope with it are suggested. A keys to success chapter focuses on the importance of quality, delivery, service, and price along with a need to adapt to the special characteristics of the Japanese market place. A useful bibliography broken down by subject is provided.
LOCATION: ADMIN HF 3826.5 W67 2001 (Main Stacks)

Using the case study approach, this book offers the reader a methodology to follow when communicating and negotiating with the Japanese. The case studies provide actual examples of what to do and not to do in specific business settings. The author was raised in Japan and has a long association with the training of business personnel in Japanese cultural awareness.
LOCATION: ADMIN HF 5387 G47 1992 (Main Stacks)
The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Japanese guide opens with a general introduction to the character of the country and its people. The reader is reminded of Japan's extreme homogeneity and that foreigners though treated courteously will always feel that they are visitors. There are individual chapters on being out and about, conversation and communication, and business matters. As to business matters the importance of respected go-betweens for introductions, good deportment, and the need to maintain harmony in business discussions are stressed. The guide concludes with two practical sections on useful words and phrases and facts about Japan.

LOCATION: ADMIN BJ 2007 J33 M67 1997 (Main Stacks)

Based on a comprehensive survey questionnaire of foreign companies doing business in Japan, the authors challenge the myth that it is difficult for a foreign company to be successful in the Japanese market. Successful foreign companies often have a flexible, adaptable approach to penetrating the Japanese market. More specifically management, investment, human resource, marketing, production, and research strategies are analyzed. Key success factors are identified and practical recommendations are given for companies contemplating entering or expanding into the Japanese market.

LOCATION: ADMIN HD 2907 K474 1994 (Main Stacks)

Gaijin refers to Japanese companies owned wholly or in part by foreign parents. The focus of this work is on companies which provide consumer products or service. Not included are foreign companies in the institutional markets where the author feels government policy may make market penetration quite difficult. General characteristics of these successful firms are summarized in an introductory chapter. Detailed profiles of 15 companies which have had remarkable success in Japan are then provided. Included are well known company names such as Levi Strauss, Proctor and Gamble, Coca-Cola, Amway, and Parker Pen. Financial service companies given coverage are Salomon Brothers and AFLAC. European based companies include BMW, Louis Vuitton, Nestle, and Olivetti.

LOCATION: ADMIN HD 62.4 K56 1996 (Main Stacks)
The author's intent is to provide a business guide specifically designed for exporters of consumer products and capital goods. As Japan's distribution system is known for its complexity by Western standards, insights into its operations and key players are vitally important. In a detailed yet practical fashion the intricacies of the system are revealed. The characteristics of the Japanese customer are addressed as well as the different relationships between the various middlemen in the distribution process. How to sections are included and they cover preparing the groundwork, distributor agreements, and managing your distribution relationships. Many useful annexes are provided listing everything from custom brokers, to translators, to advertising firms. A glossary of unfamiliar terms introduces the book.
LOCATION: ADMIN HC 462.95 K43 1994 (Main Stacks)

The focus of this book is on the growing role Japan is playing in the venture capital markets of the world. Noting the different nature of the Japanese venture capital industry from its U.S. and European counterparts, the editor provides a brief history of its development. What follows is a series of articles. The first two provide a discussion of Japanese venture capital in the United States and then in Europe. Nippon Enterprise Development Corporation is used as a case study of the expanding Japanese venture capital market. The over-the-counter market in Japan is also examined as a source of venture capital. Two other significant articles deal with the opportunities and challenges of Japanese venture capital and access to venture capital sources. The final section is a 40-page directory of Japanese venture capital sources.
LOCATION: ADMIN HG 4751 B678 1992 (Main Stacks)

This book is the result of written surveys and in depth interviews conducted on 111 professional women working in Japan. Part one of the book focuses on the general trend of globalization and its implications for women in this environment. The second part examines the results of the research gained through the surveys and interviews. The final part deals with what companies can do to improve the effectiveness of women professionals working in Japan. Clearly, as the book demonstrates, the work environment in Japan for women is not as hostile as it is often made out to be. Companies and individuals setting up operations in Japan will benefit from following the prescriptive advice provided.
LOCATION: ADMIN HD 6054.2 J3 N37 1995 (Main Stacks)
KOREA (SOUTH KOREA)

Peggy Kenna has authored a series of pocket size books which provide the reader with simple, straightforward advice on conducting business in a foreign setting. Her guides include coverage for Italy, China, Korea, Mexico, and Taiwan. Although the guides compare American business culture with the respective culture of the country analyzed, the comparison is also relevant for the Canadian business audience. Each guide addresses the major differences between the two cultures in the areas of business etiquette, communication style, problem solving and decision making, and meetings and presentation style. For example it is noted that Koreans adhere to the Confucian concepts of authority, duty, hierarchical relationships, and inequality. This contrasts with the fundamental American belief in the principle of equality for all. Contracts are viewed very seriously by Americans while Koreans see contracts as loosely structured statements of consensus which are open to further bargaining. Although Koreans believe in peace and harmony like other Asian cultures, during business negotiations they are not concerned about fair play and will take advantage of perceived weaknesses of their adversary. Negotiations can be prolonged and characterized by haggling. The relative brevity of the guides clearly indicates that they are intended for a quick, introductory read. Nonetheless, they provide practical nuggets of information particularly for those in need of cross-cultural training in a business setting.

LOCATION: ADMIN HD 58.7 K453 1995 (Main Stacks)

The author, Korean born and American educated, maintains that Korea is a country that is undergoing many changes in order to become a global player. These changes coexist with Korea's traditional culture. International managers must appreciate both these factors when conducting business with Korea. The book is based on interviews with global managers who provided the author with insights into the cultural differences between Korea and the West. The New Korea of the title refers to the changes made in the political environment in 1992 with the first civilian president in thirty years. The book is comprised of three parts: understanding Koreans, doing business in Korea, and working with Koreans. It will provide both business professionals and academics with a better understanding of Korea's changing culture and its evolving business operations and practices. Useful statistical tables and figures are also provided.

LOCATION: ADMIN HD 62.4 K55 1996 (Main Stacks)
Executives who want to expand their export operations are the intended audience of this book. Particular attention is paid to gaining market share through the creation of networks, the projection of future market needs, and the evaluation of market trends. This is presented within the framework of understanding Korean culture and etiquette. The author sees the book's primary purpose as a sales tool. Contains numerous statistical tables and a selected bibliography.
LOCATION: ADMIN HF 3127.5 H96 1990 (Main Stacks)

This title is one of the six published by Jain in the Global Business Series which covers Pacific Rim countries. The others deal with China, Japan, Singapore, Taiwan, and Thailand. The intended audience is the business executive planning on doing business in the Korean market. A similar format is used for all the books in the series. The importance of culture and social factors is stressed. Without an understanding of the cultural conditioning of one’s foreign counterpart, business initiatives are at a significant disadvantage. Unlike most other Asians, Koreans have a propensity for openly displaying emotions even being referred to as "the Irish of the East." The concept of inequality is pervasive in Korean society as well. The Korean concept of losing face and avoidance measures to prevent such situations are also discussed. Korea’s economy is scanned and much of its success is attributed to the country’s intensive occupational and technical training programs. The government’s role in managing the economy and state owned corporations is also significant. The final section of the books in this series deals with the personal experience of doing business with Korea. Practical information is conveyed concerning travel tips, living in Korea, and things to do and see. A chapter on useful addresses and a map of Korea conclude the text.
LOCATION: ADMIN HF 3127.5 L46 1996 (Main Stacks)

This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Korea are Australia, China, Hong Kong, Japan, the Philippines, Singapore, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Korea. Some of the topics include the economy, business law, corporate taxation, and ports and airports. As Asia's third largest economy based on high quality export production, the chapters on foreign trade and export policy are particularly relevant. They describe the scope and size of Korea's trade and the nuts and bolts of exporting regulations. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HC 467 S216 1994 (Reference)
This title is one of three in the series the Electronics Industry Research Series. The other two cover the electronics industry in Taiwan and Singapore/Malaysia. All three have the intent of broadening the information base about the Asian electronics industry to improve decision making for those concerned with competing in that market. Korea owns a significant share of the world electronics market. This book attempts to document that success. It focuses on the technologies, manufacturing procedures, capabilities, and infrastructure of the Korean electronics industry. The three major sectors of the industry: semiconductors; displays; and packaging, printed circuit boards, and systems are addressed in separate chapters. The major Korean electronic companies such as Samsung Electronics Group and the Daewoo Group are thoroughly described. The research for the book is a result of site visits to Korean companies, discussions with employees, and research of the available literature. Numerous tables and statistical information support the text.
LOCATION: ADMIN HD 9696 A3 K7654 1997 (Main Stacks)

South Korea has staged an economic miracle in the last thirty years, rising into the ranks of the world's leading economic powers. The author believes Koreans are motivated by years of oppression and are attempting to overcome their past through the release of repressed energy. Understanding this motivation requires a knowledge of Korean history and culture. This is provided in an easy to read style by an author who has written about Asia for over three decades.
LOCATION: ADMIN HF 5387 D385 1988 (Main Stacks)

One of the unique aspects of the Korean success story is the Korean management system. Major factors determining this uniqueness are the close working relationship between government and business enterprises and Korean culture itself. These factors are analyzed along with their outgrowths, the Korean conglomerate known as a chaebol and the Korean human resource management system. A case study of the human resource management program of a Seoul industrial food company is provided. The management systems of Japan and the United States are also compared and contrasted. The Korean gift giving tradition and bribery are addressed in a chapter on social responsibility and ethical issues. Numerous tables and figures support the text.
LOCATION: ADMIN HD 70 K6 C437 1994 (Main Stacks)
The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide.  Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam.  The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries.  The goal is to improve intercultural communication in business relationships.  The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion.  The Korea guide addresses the traditional and changing roles of women in business as well as strategies for foreign business women.  Making connections or friends is shown to be as important as having the right product or price.  Proper communication styles, with an emphasis on courtesy and soft-speaking, are stressed.  The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION:  ADMIN HF 5389 K43 1998  (Main Stacks)

One of the titles in the Cassell Business Briefings series, this book is intended as a reference source for all matters about doing business in Korea.  The necessary background is provided through chapters on Korea's history, politics, society, culture, and economy.  Each is constructed in such a way that quick reference questions can be easily answered.  Market entry through investment and trade is discussed in a succinct fashion.  The uniqueness of the Korean business culture is addressed.  The appendices and directory sections are useful for contact addresses, company listings, where to turn for further help or reading, and key phrases used in conversation.
LOCATION:  ADMIN HC 467 C38384 1993  (Main Stacks)
The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Korean guide opens with a historical sketch of the country which notes the significant impact played by China and Japan on Korea's political and cultural development. Korea's well known hospitality, particularly to those with common interests, is explored. There are individual chapters on gift giving, North Korea, and business and social life. As to business life conservative business wear, avoiding eye contact, and avoiding expressions of displeasure or direct criticism are tips to remember. The guide concludes with two practical sections on useful words and phrases and facts about Korea.
LOCATION: ADMIN BJ 2000 K7 H62 2000 (Main Stacks)

Companies contemplating market entry strategies on the international scene are best advised to become as familiar as possible with the environment of their new operations. A study of the historical and political/economic landscape is critical. This book maps out the national strategies and development of South Korea since the early 1960s. Valuable statistical tables covering GNP, exports, exchange rates, and other selected economic indicators accompany the narrative. In summary this is a concise source of background information which provides a better understanding of South Korea's "miracle on the Han River"
LOCATION: ADMIN HD 2755.5 M666 no.92-02 (Main Stacks)
MALAYSIA

**Business Opportunities in Penang, Malaysia.** Tan Teck Meng. Prentice Hall. 1996.
This title is one of the volumes in the Nanyang Business Report Series edited by the faculty at Nanyang Technological University in Singapore. The other volumes cover the Yangtze River Delta, China; Sichuan Province, China; and the Philippines. The early chapters outline the economic climate of Penang and its relationship with Singapore and the Indonesia-Malaysia-Thailand Growth Triangle. Growth triangle in this context refers to portions of countries or economic cooperation zones rather than entire countries and their more formal trading bloc arrangements. Other chapters cover forms of business, labour markets and legislation, banking, and Penang's success factors. The concluding section contains speech highlights from a number of Malaysian government officials. The text is strengthened throughout by statistical information presented in table format.
LOCATION: ADMIN HC 445.5 Z7 P553 1996 (Main Stacks)

The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Malaysian guide opens with a brief history of the country which formally only exists in its current state since 1963. Malaysia is described as a plural society because of its Muslim, Chinese, Indian, and aboriginal population. The Malaysian character is strongly rooted in the principles of social harmony and consensus. There are individual chapters on dos and don'ts, travel in Malaysia, and business matters. Business is best conducted in a face-to-face manner with trust and loyalty more important than signed contracts. The guide concludes with sections on useful Malaysian words and facts about the country.
LOCATION: ADMIN BJ 2007 M33 K56 1998 (Main Stacks)
PACIFIC RIM REGION

**Advertising in Asia: Communication, Culture, and Consumption.** Katherine Toland Frith. Iowa State University Press. 1996.
The editor describes this book as the first effort to present in depth studies of how advertising operates on a country by country basis in Asia. The contributors examine the unique political, cultural, and religious systems of 11 Asian countries and the advertising issues which arise from each of them. Coverage is of the more developed Asian countries: Japan, Hong Kong, China, Taiwan, Korea, India, Malaysia, Indonesia, Thailand, Singapore, and the Philippines. Each of the studies provides a focused snapshot of the advertising industry outlining the historical context, the industry structure, and the consumer behaviour patterns in each of the respective countries. Numerous statistical tables enrich the depth of the analysis. Each study also has its own bibliography for further research on a particular country.
LOCATION:  ADMIN HF 5813 A74 A38 1996  (Main Stacks)

This book attempts to examine the Asian business environment in terms of its origin and its development. The objective is to aid the business person in acquiring skills useful in the most dynamic of the countries of East Asia. The analysis of each of the countries has a different focus to reflect the different business conditions in each. The countries included are China, Hong Kong, Taiwan, Japan, both Koreas, and Singapore. A directory on key contacts is included.
LOCATION:  ADMIN HF 1600.5 R4 1991  (Main Stacks)

This collection of contributions from Asian experts on business and economic policymaking provide an overview of the financial crisis which hit in summer 1997. The countries examined individually are Japan, China, India, Thailand, Indonesia, Korea, the Philippines, and Vietnam. The roots of the crisis are examined in an introductory chapter. They include external aspects such as fixed exchange rates, high interest rates, and excessive borrowing from abroad. Internal factors include inadequate supervisory institutions, outdated banking practices, and poor privately made investment decisions in each of the respective countries. Not all of these factors affected all of the countries being examined. In particular China and India remained relatively untouched by the crisis although their problems are characterized by a number of the factors. Reflecting its importance in the Asian economy Japan receives the focus of attention of two studies in this volume. However, despite the hope that Japan could pull the rest of Asia out of the crisis because of her regional economic dominance, Japan’s massive debt problems will not see her play a leadership role. The studies demonstrate that the Asian Tigers of Thailand, Indonesia, and Korea were significantly affected by all of the external and internal factors cited above. In contrast we find Vietnam protected by its relative isolation and the Philippines saved from disaster because reforms were instituted earlier. Statistical tables and figures support the text throughout the volume.
LOCATION:  ADMIN HB 3808 A85 1999  (Main Stacks)
The author, a financial journalist, introduces the financial crisis in Asia by first surveying the growth years in each of the respective countries affected. The crisis is then tracked on a monthly basis from March 1997 through to January 1998. The loans from the International Monetary Fund (IMF) and its stringent conditions are analyzed. The role of international speculators on the foreign exchange market is examined. Concerns about sustainable development, over capacity, and easy credit are also seen as contributing factors in the ongoing crisis. Japan, as the leading economic force in Asia, is viewed as a possible source of leadership, but its economy is currently stagnant. The author concludes by speculating on the various possible outcomes of the Asian crisis on the world economy.
LOCATION: ADMIN HB 3812 G68 1998 (Main Stacks)

This popular work dealing with the resurgence of the Asian economy is written by a former Asian correspondent and editor of the Economist. It clearly demonstrates the rising ascendancy of Asia in international commerce and forecasts that the Asian states will continue to combine free market capitalism and limited welfare benefits in moulding the Asian success story. Business and financial opportunities for Western companies abound in such an environment. The first third of the book outlines the dimensions of the growth in Asia. The big players, China and India, receive individual attention in part two. Part three describes the main corporate contenders in Asia's business boom as well as identifying the consumer markets poised for growth. The author's optimism for economic growth in Asia is tempered in the final chapters where his concerns about the politics of the region are expressed.
LOCATION: ADMIN HC 460.5 R64 1995 (Main Stacks)

This book examines the rapidly developing computer industry in the Asia-Pacific region. Competition between the United States and the Asian countries, and between the major companies in the field are the focal points for the analysis. What emerges from the analysis, however, is the development of a new factor, the so called "global production network" that operates in addition to company and country boundaries. The experiences of Japan, Korea, Taiwan, Singapore, and Hong Kong receive the most attention. The Asian countries have long focused on hardware development and will need to develop the software, services, and content sectors of the computer industry in order to increase their influence in that industry. The analysis of the international computer industry is enhanced by figures, tables, and appendices which statistically reflect the dynamic growth and importance of computers in today’s global economy.
LOCATION: ADMIN HD 9696.2 E182 D43 1998 (Main Stacks)
The author, an authority on global strategy, along with 15 co-authors looks at the major economies of the Asia-Pacific region from Australia to Vietnam. His approach is systematic as each country in turn is viewed individually and as part of the specific region. The intent is to allow companies to develop both a country and regional strategy for their international operations as a result of the analysis provided. It is not, however, a how to do business in country x book. It does not deal with local culture and business practices. The systematic methodology incorporates four globalization drivers (market, cost, government, and competitive) for analysis and comparison. To illustrate the types of strategies that companies can use, six multinationals with a major presence in the region are featured. They are Motorola and Proctor & Gamble from the United States, Philips and Unilever from Europe, and Matsushita and Toyota from Japan. Numerous statistical tables and figures support the text.
LOCATION: ADMIN HC 412 Y55 1998 (Main Stacks)

This publication is actually a directory of directories as it indicates which directory to consult when searching for information on companies located anywhere in the whole of Asia, Australia, New Zealand, and the Pacific Islands. As such, it can be frustrating to use if the directory to which one is referred is not readily available. Nonetheless, it is an excellent starting point when research on the Asia-Pacific region is necessary. It is arranged by country and, within each country, by directory type. The directory types range from official registers, to guides to company formation, to commercial information services, to telephone directories, to company relationship directories, and finally to newspapers and databases. Each entry, in turn, provides sufficient information to track down, or, if necessary, buy the directory.
LOCATION: ADMIN HD 2891.85 A1 A75 1994 (Reference)

Although it is generally acknowledged that the Asian crisis had multiple interrelated origins, the author places significant emphasis on the financial sector weaknesses in the affected countries. External sector problems such as current account balances and the behaviour of exchange rates were also significant problems. The contagion factor played a role as international investors reviewed their situation in the entire region after Thailand’s growing currency crisis. As a former senior director with the International Monetary Fund, the author’s recommendations for curing the crisis are in step with the IMF’s position. That position is based upon restructuring and reform of the financial sector and more cooperation on exchange rate policies between G-7 countries and Asian countries. The final portion of the book looks at possible reforms to the existing crisis prevention architecture of the international economy based upon lessons learned in Asia.
LOCATION: ADMIN HG 5740.8 A3 G65 1998 (Main Stacks)
The author states that his work is a comparative study of Confucian Asian management systems -- Chinese, Overseas Chinese, Japanese, and South Korean. It analyzes their comparative strengths and disadvantages by looking at their specific environments. Special focus is placed on joint ventures management, cross-cultural negotiations, and comparative trade systems. Each chapter concludes with questions for discussion and further readings sections. Despite this textbook format, the intended audience is both students and business professionals. The comparative analysis is particularly useful for companies broadly based in Asia. This work is also enhanced by many useful tables and charts.
LOCATION: ADMIN HD 70 E22 C48 1995 (Main Stacks)

This work is the first in a series entitled the Hongkong Bank of Canada Papers on Asia which will examine Canada's economic relationships with East Asian countries. The contributors to this volume generally conclude that Canadian companies are poorly prepared and unfocused when pursuing their business opportunities. To counteract this assessment Canadian government and business must appreciate a number of factors. Of prime importance is the need to understand the strategies of East Asian companies and governments. For example, with Japan there is a need to appreciate the constantly changing global strategies of Japanese multinationals. Other factors include the need to understand the different types of linkages possible between trade and investment, and secondly the need to understand the many variations in the business systems in East Asian countries.
LOCATION: ADMIN HF 3228 E18 B46 1995 (Main Stacks)

This academic study looks at how societies, firms, and markets have developed in East Asia. The focus is on Japan, Korea, and China. The comparative analysis offered concludes that there is no superior way to organize a market economy. The analysis provides useful insights for an increased understanding of East Asian business operations. Comparisons are also drawn with Western business systems.
LOCATION: ADMIN HF 5255.5 A3 W55 1992 (Main Stacks)
This annual is in its third year of publication under the senior editorship of Ron Richardson. Coverage is to the end of calendar year 1998. The analysis provided looks at both major changes in the Asian continent along with a report card on Canada’s successes and failures in the region. The analysis moves from an overview of Canada’s involvement to a description of the major events of the continuing Asian financial crisis. What the Asian recession demonstrates is that except for British Columbia, the impact on Canada’s economy has not been severe due to Canada’s relatively small dependence on Asian trade. Other issues addressed include the question of regional security and the status of educational courses on Asia in Canada’s classrooms. A useful statistical appendix focusing on the Asia-Canada relationship concludes the text.
LOCATION: ADMIN HF 1479 C3737 1999 (Reference)

This work contains papers presented at conferences held in Malaysia and Thailand in spring 1997. Due to recent economic events in Southeast Asia this volume is particularly timely. The need for ASEAN countries, including Malaysia and Thailand, to adopt competition policies in today’s global and liberalized market is demonstrated. A similar case is made for privatization and deregulation although it is noted that there is no one ideal formula for privatization as there is no single competition policy model. The contributors include academics and researchers from Canada, Thailand, New Zealand, and Singapore.
LOCATION: ADMIN HF 1591 C65 1997 (Main Stacks)

This book challenges the assumption that consumer behaviour theories can be transposed from one culture to another. Western companies must re-evaluate their approaches when attempting to market to the Asian consumer. Differences between Asian and Western cultures are analyzed in areas such as religion and tradition to determine their effect on consumer behaviour. It is demonstrated that several characteristics are more or less common across Asian culture: the importance of family, group orientation, and the issue of face. These cultural differences impact on consumer behaviour in terms of communication styles, and perceptions of and attitudes towards products and services. The author uses the leisure industry to illustrate how Asian consumer behaviour differs from that in the West. Generally, Asians have a negative attitude towards leisure unless its pursuit is justified. Justifications would include spending more time with a group or family, learning, or self-improvement, or elevating one’s status. Clearly, Asia’s consumer behaviour has implications for traditional marketing techniques of segmentation, positioning, and branding. These implications are discussed at length. Several case studies are offered in an appendix to illustrate successful marketing in Japan.
LOCATION: ADMIN HF 5415.33 A78 S38 1998 (Main Stacks)
This guide provides a focused snapshot of the nine countries normally included in the Asian Pacific Rim; Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, and Thailand. Each country is profiled individually. Coverage of each includes history, geography, socio-economic and market demographics, politics, finance, business policies, and important contacts. A comprehensive guide for the business executive searching for opportunities amongst some of the world's fastest growing economies.
LOCATION: ADMIN HF 5415.12 E852 E52 1992 (Reference)

The author, who was born in India, is both a consultant to international companies and an expert on international business development. Each of the twenty chapters deals with an individual country in an easy to read format. The great strength of the book is the coverage provided to countries such as Bangladesh, Nepal, Cambodia, and Laos as information on doing business in these areas is not readily available. Each of the chapters is broken down into digestible sections that include history, social customs, dress code, and major holidays. An overview of the major religions of Asia is handled in an appendix.
LOCATION: ADMIN HF 1583 D86 1995 (Main Stacks)

The accounting and consulting firm of PricewaterhouseCoopers publishes a series of information guides on the business conditions of the countries in which it has offices or carries out work. There are currently some 90 of these guides available, some with updated supplements. Each book length guide is based on the latest information available from these offices. All guides follow a standard format which makes them very easy to consult individually or comparatively. Each guide opens with a profile of the respective country and follows with chapters on the business environment, foreign investment, labour relations, audit and accounting practices, and taxation. The guides normally have 25 chapters with each chapter focusing on one aspect of doing business in that respective country. The guides are not intended to be exhaustive, but rather are structured to answer broad important questions. Nonetheless, the guides offer much useful information particularly in the accounting, investment, and tax areas and are often superior to the efforts of many commercial publishers. The guides also contain numerous appendices covering concerns like tax rates, tax treaties, and various checklists for setting up a business in that specific country.
LOCATION: Each guide has its own call number, please consult BISON, the UM Libraries' online catalogue. (Main Stacks)

East Asian countries saw sustained growth in their economies up until mid 1997. At that time a series of inter-related crises culminated in a severe economic upheaval in the entire region. In this volume leading experts examine thirteen of these countries using a case study format. Their experiences varied significantly with Indonesia, Thailand, Korea, and Malaysia most affected. The analysis clearly demonstrates that the East Asian economies are not all alike. Following the country case studies contributors investigate more general issues in order to develop global policy implications. The International Monetary Fund (IMF) is defended by one of its directors as a result of extensive criticism of its loan provisions. A comparison with the Mexican peso crisis of 1994/95 is made. The roles of future regulation and exchange rate regimes are examined as are the policies of economic development. The financial instability of the region and of the individual countries is also fully represented in numerous statistical tables and figures.

LOCATION:  ADMIN HC 412 E152 1998  (Main Stacks)


Economic cooperation for development purposes has been characteristic of the Asian Pacific region for a number of years. Various regional groupings such as ASEAN (Association of Southeast Asian Nations) and APEC (Asia-Pacific Economic Cooperation) have played a significant role in the development. This collection of articles authored by academics focuses on three aspects of this economic development. The broad issues such as the Asia-Pacific region's relationship with Europe and NAFTA are investigated. The NAFTA relationship will be of particular interest to Canadian readers. A second part looks at specific countries and issues within the region. The final section contains theoretical studies relating to international economic relations which assist in the understanding of earlier parts of the book. The articles are supported by numerous statistical tables.

LOCATION:  ADMIN HC 460.5 E26 1997  (Main Stacks)


Although much has been written about the rapid economic expansion in Asia, little research focused on the human resource element. This work does that by analyzing the role employment relations has played in the economies of China, Hong Kong, India, Malaysia, the Philippines, Singapore, South Korea, and Taiwan. Low wages and suppressed workers' rights have characterized the industrial relations of these countries. The question is then asked whether economic growth can continue under these conditions, or is state and company human resource management policy intervention required. This book is valuable for providing an analysis of industrial relations in selected Asian countries not readily available elsewhere. Numerous statistical tables support the text.

LOCATION:  ADMIN HD 8720.5 E47 1995  (Main Stacks)
Authors by an international business consultant, this book has as its intended audience international business people, be they executives, managers, administrators, professionals, or executive secretaries. It is based on the author's experience, interviews with Asia-Pacific business executives, and a survey of over 400 executives from the region. The focus is on communication and how communication disorder caused by language and culture can be overcome. Specific attention is given to letter writing, fax protocols, postal and courier services, telephone usage, and the Internet. Fifteen countries are featured including Australia and New Zealand, Canada and the United States, and the major Asian countries. A very useful resource file is appended and includes a troubleshooting guide and a useful contacts section. The survey questionnaire used and highlights of the responses are also appended.
LOCATION: ADMIN HF 5718.2 A78 J36 1995 (Main Stacks)

This study focuses on the Asian financial crisis of 1997-98 from the perspective of the effect of currency devaluations globally, but also specifically on the United States. Initially the origins and causes of the crisis are examined along with the impact on the Asian member countries. Global economic effects on production and trade are then quantified using a model. The model is fully described in an attached appendix. The effect on the U.S. economy is forecast to be a $40-50 billion dollar increase in their deficit. The consequence to the U.S. economy by sector is also analyzed. Overall the analysis is somewhat technical, but at the same time it demonstrates the complexity of the international trade arena at a time of crisis.
LOCATION: ADMIN HG 3968 G58 1998 (Main Stacks)

The reference to tigers is to the economic success stories of Hong Kong, South Korea, Singapore, and Taiwan and to the growing success stories of Thailand, Malaysia, Indonesia, the Philippines, and Vietnam. Each country is profiled in depth and also receives a business confidence survey evaluation conducted by Asian Business magazine on the suitability of doing business in that country. The author introduces her work by offering reasons for doing business in the Asian-Pacific Rim as opposed to elsewhere. Market entry decisions, dealing with tiger tactics, and export myths and mechanics are then addressed. The resource section of the book provides background information on the major business players in each of the respective countries. A self-test designed to determine the suitability of a company conducting business in the region is also provided. Appendices list essential contacts, addresses, and further publications and databases which may be useful.
LOCATION: ADMIN HF 3820.5 Z5 C7 1993 (Main Stacks)

This book is comprised of a series of edited articles which analyze the industrial policies of the Pacific Rim countries. Written by Asian and North American researchers, the focus is on the use of industrial policy to enhance the competitiveness of a nation's companies and to attract direct foreign investment. Specifically discussed are the United States, Japan, South Korea, Taiwan, China (PRC), and the ASEAN member countries, namely Singapore, Malaysia, Thailand, Indonesia, and the Philippines. Overlaying the analysis of national industrial policies is the movement towards global liberalization of trade and regional co-operation. The interaction between the two themes is also addressed.

LOCATION: ADMIN HC 412 I4835 1994 (Main Stacks)


This major reference work is a compendium of statistical information for over 160 countries of the world. All the major countries of the Pacific Rim are covered. It can be very useful for market planning. Some 25 principal subject areas are broken down into sub-categories covering over 750 pages. Some representative subject areas are demographic trends/forecasts, economic indicators, labour force indicators, and consumer market sizes. Within the subject of labour force indicators for example, there are ten sub-categories ranging from employment level to average working week in manufacturing. The data compilation dates back to 1977 which allows for trend analysis and forecasting. The data itself is presented in spreadsheet format. The countries are grouped into 16 regional entities which allows for easy comparison for countries within a grouping. There is also a special chapter arranged by country which identifies the major information sources one can turn to for further research. Brief country profiles for each respective country are included in a separate section entitled "Marketing Geography." This title is published annually.

LOCATIONS: ADMIN HA 42 I56 2001 (Reference)


The introduction to these conference proceedings held at the School of Business and Management, Temple University outlines the four faces or major causes of the Asian financial crisis. Japan’s financial problem, Korea’s problem with her conglomerates or chaebols, and China’s devaluation, along with foreign investors losing confidence in Southeast Asia, all precipitated the crisis. Panel discussions then proceed to an overview of the crisis and its political and corporate perspectives. An interview with Nobel Laureate Lawrence R. Klein (Economics) and a keynote speech by the CEO of American International Group complete the proceedings.

LOCATION: ADMIN HG 5740.8 A3 M36 1998 (Main Stacks)
One Billion Shoppers: Accessing Asia's Consuming Passions and Fast-Moving Markets

*After the Meltdown*  
Paul French, Nicolas Brealey. 1998.

The intent of this volume is to provide a practical, current, and comprehensive guide to Asia's huge consumer market. It takes into consideration two major factors. The Asian meltdown, although significant, has not been as serious as initially forecast. Secondly, the Asian market must not be viewed as a monolithic entity, but rather as a series of different consumer economies. In this light the Asian family, teenagers, women, and the middle class are looked upon as evolving markets. Furthermore, variations within these markets occur from country to country. The focus of the book then shifts from an analysis of the shifting consumer groups in Asia to the nature of the changing consumer environment. The process of urbanization is having a profound effect on Asia with megacities developing across the continent. With cities comes consumerism and new consumer trends. The new consumer environment is addressed from the perspective of developing infrastructure needs in sectors such as transportation and communication. The consumer environment is also changing dramatically as a result of the media, the competitive retail sector, and an increase in leisure time. The conclusion attempts to map out future trends as Asia bounces back during its post-meltdown period.

LOCATION:  ADMIN HC 415 C6 F74 1998 (Main Stacks)

**Pacific Economic Relations in the 1990's: Cooperation or Conflict?**  

This book is a series of essays by noted North American and Australian scholars which provide the international economic context for doing business in the Asia-Pacific region. Although academic in tone, the analysis of economic relations between the main powers of the region, and in particular the United States and Japan, is a necessary explanation for understanding the business climate of the region.

LOCATION:  ADMIN HF 1642.55 P22 1993 (Main Stacks)

**Pacific Service Enterprises and Pacific Cooperation**  

This collection of articles focuses on the various service sectors active in the Pacific Rim. The authors assess each sector determining its impact on the region in terms of trade and manufacturing. The concluding chapters identify opportunities for new service industries as well as outline future avenues of regional co-operation. A very useful source of background information on the service industry in the Pacific Rim region.

LOCATION:  ADMIN HD 9989 P34 S47 1993 (Main Stacks)
**Pacific Trade and Investment: Options for the 90s.** Wendy Dobson. John Deutsch Institute for the Study of Economic Policy, Queen's University. 1995.
This volume is a compilation of the major papers of a conference held in Toronto in 1994. The papers deal primarily with policy research in the Pacific Rim. The contributors are researchers and academics concerned with Canada's role in this area. The papers look at current trade patterns and investment strategies as well as barriers to trade and investment. Canada currently plays a rather small role in East Asia and the papers attempt to address some of the key strategic implications for Canada if Canadians want to become more involved in the dynamism of the Pacific Rim.
LOCATION: ADMIN HF 3751.7 P33 1995 (Main Stacks)

The four little tigers of Asia, Taiwan, South Korea, Hong Kong, and Singapore, are examined in a case study approach to determine the reason for their successful economic growth. Each of the countries has their own unique success story and this is demonstrated in each case study. A common thread for all four countries, however, is the persuasive influence of Confucianism on the social order. The Confucian ethic transfers readily to the business and economic environment of the four tigers and provides the stability necessary for economic success.
LOCATION: ADMIN HC 412 P783 1994 (Main Stacks)

The author's intent is to provide the businessperson with a simple, practical method for understanding cultural interaction. She classifies the world's cultures into three fundamental types-tribal, pluralist, and collective and demonstrates how these are recognizable. With each culture driven by different fundamental motivating factors, each one has its own rules of behaviour or protocol when doing business. A game analogy is then used to demonstrate the value of understanding protocol. Game exercises force one to practice interaction with different cultures rather than just read about them. A summary of information by country is also provided and this includes all the major Pacific Rim countries.
LOCATION: ADMIN HF 5389 L43 1996 (Main Stacks)

**Sea Change: Pacific Asia as the New World Industrial Center.** James Abegglen. Free Press. 1994.
Well known Japanese business authority James Abegglen analyzes the enormous growth taking place in East Asia. He sees three great forces at play: Japanese industrial and financial leadership, East Asian governments dedicated to economic growth, and Chinese entrepreneurship. His studies reveal both the opportunities and obstacles to the Western business manager. The book offers the perspective of the Pacific Asia becoming the new center of the industrial order.
LOCATION: ADMIN HC 460.5 A516 1994 (Main Stacks)
The author, a Malaysian academic, analyzes the industrial policy and economic development of Thailand, Malaysia, and Indonesia.  This so called second tier of newly industrializing countries provides the author with the opportunity to analyze the contributions of government intervention, be they positive or negative, in stimulating industrialization in the region.  Although the book takes a position contrary to that of the research published by the World Bank in the 1990s, its thorough review of economic development in the three respective countries is its greatest strength.  Separate chapters for each country act as surveys of the current economic and business settings.  Differences among all Southeast Asian countries are also discussed. The impact of other Southeastern Asian countries, particularly Japan, on the economies of Thailand, Malaysia, and Indonesia is also addressed. Numerous tables of statistical information support the text.
LOCATION:  ADMIN HD 3616 A785 J656 1997  (Main Stacks)

This volume is a very readable guide to conducting business within the Pacific Rim with a focus on cultural values and business behaviour, communication and negotiation, and business etiquette and protocol.  The intent is to allow the business person to carry on business the way our Asian customers do amongst themselves.  The author hopes that it can be read in the time it takes to fly across the Pacific.
LOCATION:  ADMIN HF 5389 E53 1991  (Main Stacks)

The World Bank has published its Atlas for over 30 years to provide a quick view of the state of the countries of the world.  It is excellent for gaining a snapshot of major demographic, economic, market, and global statistics in a cartographic format.  For example, using the colour coded maps it is easy to compare the category of change in personal spending for Canada and its international neighbours. In conjunction with the maps statistical charts and tables are provided to ensure a more precise reference when it is required.
LOCATION:  ADMIN G 1046 G1 I5  (Reference)

This yearbook analyzes and ranks the ability of a country to provide an environment which sustains the competitiveness of enterprises.  The ranking is based on some 300 different criteria which are grouped into four competitiveness input factors.  These factors are economic performance, government efficiency, business efficiency, and infrastructure.  The coverage features 49 industrialized and emerging economies. Each of the countries is profiled using the criteria and competitiveness input factors.  Each country is then in turn graded and ranked for comparison purposes. The rankings are presented for the past five years which allows for trend analysis. Some 200 pages of statistical tables support the ranking analysis. A CD-ROM version is also available.  It is published annually.
LOCATION:  ADMIN HF 1414 W674 2002  (Reference)
The 2002 Report is the 24th in the annual series which chronicles the economic conditions and
development of countries throughout the world. This year's publication has the theme of building market
institutions that promote growth and reduce poverty. Institutions play a significant role in determining
how markets affect people's standards of living and help protect their rights. The report goes on to
provide lessons on how to build effective institutions. However, the most significant feature of this series
continues to be the statistical information offered through the text and in special sections. The section on
selected world development indicators has been reduced from previous years, but still presents
comparative socioeconomic data for more than 130 countries in four main categories. These are key
indicators of development, poverty and income distribution, economic activity, and trade, aid, and
finance. The statistical data is particularly useful for trend analysis within a given country and country
comparisons.

LOCATION: ADMIN HC 59.7 W659 2002 (Reference)
**Business Opportunities in the Philippines.** Tan Teck Meng. Prentice Hall. 1996.
This title is one of the volumes in the Nanyang Business Report Series edited by the faculty at Nanyang Technological University in Singapore. The other volumes cover Sichuan Province, China; the Yangtze River Delta, China; and Penang, Malaysia. The early chapters outline the current business environment in the Philippines and the country's development plan known as the Philippines 2000 Vision. Financial markets and banking are discussed through sections on the Philippine Stock Exchange, the banking system including the central and commercial banks, and recent government monetary reforms. Foreign direct investment strategies are addressed as well as accounting standards and the Philippine tax system. Perhaps the most potentially valuable chapters are those concerned with industry analyses. The sectors chosen are those which are both high profile and expansionary. They include tourism, the hotel industry, telecommunications, and electronics. The Philippine workforce is also assessed with the result that it is seen to have a national competitive advantage over other countries in the region. The final section of the book looks at two successful regional growth centres, Bebu and Subic Bay, analyzing their competitive advantages.
LOCATION:  ADMIN HC 455 B79 1996 (Main Stacks)

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Filipino guide looks at the work environment where nepotism is a rule of thumb, particularly within government. Making mistakes and thereby losing face is to be avoided. Organized crime syndicates and an underground economy thrive. In terms of making connections, Filipinos are accustomed to interacting with Westerners and are also less formal than other Asian cultures. The concluding chapters of the guides contain basic phrases used in everyday conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION:  ADMIN HD 58.7 F696 1997 (Main Stacks)
**Philippines Business: the Portable Encyclopedia for Doing Business with the Philippines.**


This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim Countries covered in addition to the Philippines are Australia, China, Hong Kong, Japan, Korea, Singapore, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with the Philippines. Topics covered include import policy and procedures, business culture, trade zones, and foreign investment. With English as the business language and the country creating incentives for foreign investors, the chapter on "Opportunities" is of special interest. It looks at the sectors with potential for importing, exporting, growth, as well as government procurement opportunities. The "Marketing" chapter offers related information on finding customers, trends in the market, using agents, and advertising channels. The Philippines has three distinct types of economic trade zones and these are discussed in a dedicated chapter. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.

LOCATION: ADMIN HC 455 P5273 1996 (Reference)
Singapore consistently rates at or near the top in rankings of the best countries in which to do business. The focus in this guide is on how business is conducted and regulated in Singapore rather than on the cultural issues surrounding the business transaction. The contributors all have a direct connection with Singapore with the general editor involved in strategic planning and finance in the Singapore business community. Her initial chapter on economic conditions and trends looks at all aspects of Singapore’s economy through the early and mid 1990s. Extensive use is made of tables and graphs. Due to Singapore’s trading history, foreign trade and foreign investment receive comprehensive attention. The chapter on marketing in Singapore looks beyond Singapore’s 3 million population to Singapore’s gateway status to the rest of the Asia-Pacific market. Labour management issues and labour laws are reviewed with the conclusion that Singapore has utilized her human resources to maximize her competitive advantage. The Singapore tax system is reviewed by Price Waterhouse’s local office. Other issues receiving considerable attention include financing in Singapore, security regulation, and intellectual property law.

LOCATION: ADMIN HG 5750.67 A3 B874 1997 (Main Stacks)

This handbook is broken down into three main sections. The first deals with the cultural and social environment in Singapore. The author notes that one cannot do business with a cultural stereotype. The second is concerned with the economic and business climate. Section three is concerned with travel tips, useful addresses, things to do and see, and like matters. Light reading for business executives.

LOCATION: ADMIN DS 598 S72 L466 1990 (Main Stacks)

This title is one of the six published by Jain in the Global Business Series which covers Pacific Rim countries. The others deal with China, Japan, Singapore, Taiwan, and Thailand. The intended audience is the business executive planning on doing business in the Singapore market. A similar format is used for all the books in the series. The importance of culture and social factors is stressed. Without an understanding of the cultural conditioning of one’s foreign counterpart, business initiatives are at a significant disadvantage. With three quarters of the population Chinese, fifteen percent Malay, and six percent Indian with English as the primary business language, Singapore is a modern multiracial state. The cultural background of each segment of the population is examined. This leads to an analysis of the business styles and bargaining techniques of each of the cultures. The economic analysis of Singapore’s success is presented along with current problems which threaten its high standard of living. The final section of the books in this series deals with the personal experience of doing business with Singapore. Practical information is conveyed concerning travel tips, living in Singapore, and things to do and see. A chapter on useful addresses and a map of Singapore conclude the text.

LOCATION: ADMIN HC 445.8 L47 1996 (Main Stacks)

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Singapore guide notes that corruption is not tolerated in the city-state. Relatively minor offences are punishable by caning. Singaporean Chinese are reserved by nature and such actions as touching or pointing with a finger are behavioral taboos. Gift giving in the business context follows a set of prescribed rules based around a corruption free society. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.

LOCATION: ADMIN HD 58.7 K48 1998 (Main Stacks)


This title is one of three in the series the Electronics Industry Research Series. The other two cover the electronics industry in Korea and Taiwan. All three have the intent of broadening the information base about the Asian electronics industry to improve decision making for those concerned with competing in that market. The electronics industries of Singapore and Malaysia are looked at together due to the strong connection between the two countries including joint electronic development projects. The role of the electronics industry in both Singapore's and Malaysia's economies is first examined. Electronics production is then surveyed with a focus on semiconductors, products, and services. Several case studies from each of the countries are provided. An analysis of the relationship between each country's government, university, and industrial sectors is also included. The narrative is supported by numerous figures and tables.

LOCATION: ADMIN HD 9696 A3 S53 1997 (Main Stacks)
Singapore Business: the Portable Encyclopedia for Doing Business with Singapore
This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Singapore are Australia, China, Hong Kong, Japan, Korea, the Philippines, and Taiwan. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Singapore. Topics covered include current issues, business travel, business entities and formation, and personal taxation. With Singapore highly ranked amongst the newly industrialized countries, the chapter dealing with its business opportunities is particularly relevant. It presents eleven major areas of interest to importers plus ten hot prospects and fourteen major areas for exporters plus fourteen more hot opportunities. Major sectoral growth areas are discussed as are special trade zones and industrial parks. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HC 445.8 S543 1994 (Reference)
TAIWAN (CHINA)

The author is a Taipei resident who is both a writer and a consultant to businesses wanting to establish themselves in Taiwan. The intent of this guide is to provide practical information on entering the Taiwanese market. Taiwan has experienced positive growth since the Second World War with export levels rivalling those of China. Relations with China concerning Taiwan's national status remain tentative. Against this background Taiwan's industrial policies, employment issues, tax system, regulatory environment, and consumer markets are analyzed. In keeping with the practical nature of the guide considerable effort is focused on living and working in Taiwan. The requirements companies, domestic and foreign, are obliged to follow when setting up shop are discussed. Similarly, rental costs, lease conditions, and insurance needs are presented. As business often requires the personal touch, the nature of the business relationship and negotiation with the Taiwanese are addressed. The final chapter deals with living in Taiwan and offers advice on day to day needs and wants. Appended is an A-Z lighthearted look at some of the distinctive features of life in Taiwan.

LOCATIONS: ADMIN HF 3847.5 C59 1998 (Main Stacks)

Peggy Kenna has authored a series of pocket size books which provide the reader with simple, straightforward advice on conducting business in a foreign setting. Her guides include coverage for Italy, China, Japan, Korea, Mexico, and Taiwan. Although the guides compare American business culture with the respective culture of the country analyzed, the comparison is also relevant for the Canadian business audience. Each guide addresses the major differences between the two cultures in the areas of business etiquette, communication style, problem solving and decision making, and meetings and presentation style. For example as to communication style the Taiwanese do not appreciate frankness and strongly dislike unqualified negative statements. Whereas Americans prefer people to be direct and say what they mean, the Taiwanese are ambiguous, indirect, and in fact dislike saying no. Politeness is more important than frankness. Within the setting of a meeting Taiwanese prefer to establish relationships for future business transactions by getting to know the rank and hierarchy of those involved. Americans like to get right down to business and do not worry about establishing long term relationships. The relative brevity of the guides clearly indicates that they are intended for a quick, introductory read. Nonetheless, they provide practical nuggets of information particularly for those in need of cross-cultural training in a business setting.

LOCATION: ADMIN HD 58.7 K455 1994 (Main Stacks)
**Doing Business with Taiwan.** Paul Leppert. Jain Publishing. 1996.
This title is one of the six published by Jain in the Global Business Series which covers Pacific Rim countries. The others deal with China, Japan, Korea, Singapore, and Thailand. The intended audience is the business executive planning on doing business in the Taiwanese market. A similar format is used for all the books in the series. The importance of culture and social factors is stressed. Without an understanding of the cultural conditioning of one’s foreign counterpart, business initiatives are at a significant disadvantage. In Taiwan the importance of family in Chinese society must be appreciated when conducting business. Taiwanese culture combines the stability of mainland China with an entrepreneurial spirit conditioned by the siege mentality Taiwan has with its dominant neighbour. The work ethic is strong in Taiwan with her citizens having the highest saving rate in Asia, 35% in recent years. Taiwan’s successful economy is analyzed along with government initiatives in planning. Economic and business problems are also addressed. The final section of the books in this series deals with the personal experience of doing business with Taiwan. Practical information is conveyed concerning travel tips, living in Taiwan, and things to do and see. A chapter on useful addresses and a map of Taiwan conclude the text.
LOCATION:  ADMIN HF 3130 L44 1996  (Main Stacks)

**Exporting to Taiwan.** Asian Sources Media Group. 1992.
As a result of far reaching government initiated liberalization, Taiwan's economy is now open to foreign investment and trade. Against this background, export opportunities to Taiwan are spelled out. Chapters deal with selling in Taiwan, the consumer market, the ten fastest growing products for the Taiwan market, shipping, trade support services, and other practical guidelines and strategies. Very useful for the business considering a Taiwanese connection.
LOCATION:  ADMIN HF 3847.5 E97 1992  (Reference)

**Passport Taiwan: Your Pocket Guide to Taiwanese Business, Customs and Etiquette.**
The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Taiwan guide notes that the Taiwanese see themselves as "special Chinese" because they have preserved the original China during the Chinese mainland’s communist rule. As one of the Asian Tigers, Taiwan has a dynamic economy with a business environment adaptable to international needs. Nonetheless, this adaptable nature is still influenced by strong Buddhist, Taoist, and Confucian philosophies. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION:  ADMIN HD 58.7 C847 1998  (Main Stacks)
This four volume directory of 25,000 Taiwanese companies and their products and services is published every two years. It strives for comprehensiveness, accuracy, and handiness per its publisher. Access is either by product/service or company name. The product/service listing is classified by industry. Access is made easier through a number of additional indexes such as an URL listing by company name and industry listings by volume. Each company entry provides basic address and telephone/FAX information along with year of establishment, number of employees, and capitalization. There are also brief analytical surveys by industry, number of companies, registered capital, and employee size. The directory is bilingual incorporating both Chinese and English.
LOCATION: ADMIN HF 5262 A3 T34 (Reference)

**The Taiwan Business Primer.** Asia Pacific Foundation. 1991.
This work is published by the Asia Pacific Foundation as a guide to doing business in Taiwan. It is structured to allow the reader to focus on a specific topic of interest. Coverage includes business culture, cultural values, the economy, and the main industrial sectors vital to Taiwan. It also contains a special section on Canada and Taiwan in the 90s which is required reading for prospective business with the Taiwanese.
LOCATION: ADMIN HC 430.5 T335 1991 (Reference)

This book is one of the titles in the World Trade Press, Country Business Guide Series. Pacific Rim countries presently covered in addition to Taiwan are Australia, China, Hong Kong, Japan, Korea, the Philippines, and Singapore. Each title in the series follows the same 25 topic format. The 25 comprehensive chapters reflect extensive research that covers all aspects of conducting business with Taiwan. Topics covered include current issues, foreign investment, labour, business law, and financial institutions. As a country with an annual growth rate of 15 percent since the late 1970s, the chapter on "Opportunities" in Taiwan is of special interest. It presents eleven major areas of interest to importers and twenty major areas for exporters as well as six major sectoral growth areas. Also outlined are the opportunities in the government's current six year development plan. All of the Country Business Guides have a concluding chapter entitled "Important Addresses." These are useful as further sources of access to information from government agencies, trade associations, and business firms. Each Guide also includes full colour, detailed, current maps of the respective country.
LOCATION: ADMIN HC 430.5 T3375 1994 (Reference)
This title is one of three in the series the Electronics Industry Research Series. The other two cover the electronics industry in Korea and Singapore/Malaysia. All three have the intent of broadening the information base about the Asian electronics industry to improve decision making for those concerned with competing in that market. In Taiwan the government targeted electronics as a strategic technology in the 1970's. The early portion of this book address both the government's role in the development of science and technology in general, as well as the specifics of the assistance given to the electronics industry. The technical status and global market share of the computer, communications, and consumer electronic sectors are analyzed. Semiconductors and flat panel display technology receive considerable attention. The industry's structure, performance, and future directions are discussed in the closing chapters. An appendices section provides listings of the top companies in the Taiwanese electronics industry categorized for easy access.
LOCATION: ADMIN HD 9696 A3 T355 1997 (Main Stacks)
THAILAND

**Business Prospects in Thailand.** Denise Hall. Prentice Hall. 1996

The author’s design is to produce a reference book which will act as a guide to those wanting to participate in the expanding Thai economy. Without a colonial history, Thailand is open to Western ideas and technology. Thailand’s people, history, and geography are sketched within its Asian context. The author reveals business opportunities by reviewing Thailand’s consumption habits and production capabilities. The analysis is detailed and supported by statistical data drawn from sources like the Thai National Statistical Office and the International Monetary Fund. Over 150 statistical charts are utilized. The chapter on production and trade demonstrates Thailand’s strengths in agriculture, mining, and manufacturing. The finance and real estate section shows these sectors undergoing significant change. The transportation and communication sectors are called Thailand’s biggest problem because of the need for significant infrastructure improvements. Business practices commonly followed in Thailand are discussed in the final chapter. Here we learn of extensive government and military interest in business.

LOCATION: ADMIN HC 445 H34 1996 (Main Stacks)


This title is one of the six published by Jain in the Global Business Series which covers Pacific Rim countries. The others deal with China, Japan, Korea, Singapore, and Taiwan. The intended audience is the business executive planning on doing business in the Thai market. A similar format is used for all the books in the series. The importance of culture and social factors is stressed. Without an understanding of the cultural conditioning of one’s foreign counterpart, business initiatives are at a significant disadvantage. In Thailand Buddhism is predominant with the constitution requiring the king to be Buddhist. At the same time, Buddhism is tolerant, allowing the country to be a crossroads for many cultures. On the economic and financial side, doing business in Thailand requires working with one of seven government agencies. Thailand’s economic successes are reviewed as are her current problems with the environment, an overburdened infrastructure, and a bureaucracy bogged down in red tape. The final section of the books in this series deals with the personal experience of doing business with Thailand. Practical information is conveyed concerning travel tips, living in Thailand, and things to do and see. A chapter on useful addresses and a map of Thailand conclude the text.

LOCATION: ADMIN HF 3123.55 L47 1996 (Main Stacks)
Thailand, often referred to as the Fifth Tiger after South Korea, Taiwan, Singapore, and Hong Kong, is here analyzed from the perspective of its post-war economic development. Like all countries, Thailand has a unique history and culture and this must be appreciated in order to fully understand its market economy. For example, Thai governments normally react to rather than initiate matters concerning the economy. A comprehensive study of the Thai economic policy and conditions can only be valuable when making judgements about business and investment opportunities.
LOCATION: ADMIN HC 445 M867 1994 (Main Stacks)

This publication's purpose is to provide the Canadian business community with useful information about trade opportunities in Thailand. Profiles of both countries, and an overview of the activities of the Canadian Embassy in Bangkok, precede the main section, which lists members of the Chamber of Commerce. The latter section is divided into corporate and individual members with a brief description of their respective activities.
LOCATION: ADMIN HF 1480.15 T45 T362 1994 (Reference)

The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Thailand guide points out that the country is 95% Buddhist. The Thai are spontaneous, adaptive, and endeavour not to show anger or distress. Thai culture is also matriarchal and more egalitarian than most of Asia. Thai women play an active role in the work force and constitute approximately half the university student population. The concluding chapters of the guides contain basic phrases used in everyday conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION: ADMIN HD 58.7 W57 1997 (Main Stacks)
The British publisher Global Books has published a series of what they describe as essential briefings on
the customs and etiquette of countries around the world for business and pleasure travellers. Coverage
for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and
Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic
mistakes in conversation or personal relationships in locations new to them. The guides are short, under
a hundred pages, and structured to make a quick introduction to a new culture very convenient. They
normally contain a map of the country and hot or top tips stressing important nuggets of know how
interspersed throughout the text. The Thai guide opens with an overview of the country where it is
noted that Thailand was never colonized by any Western country. This factor along with the
harmonious nature of Buddhism has resulted in a society where visitors are welcome as equals and
where racial and religious prejudice is seldom seen. There are individual chapters on social relations,
travelling within the country, and business matters. As to business the importance of a local agent and
choosing informal rather than formal entertainment when meeting clients is recommended. Status and
respect, important in social relations, also have to be considered in business settings. The guide
concludes with two practical sections on useful words and phrases and facts about Thailand.
LOCATION: ADMIN BJ 2007 T53 K666 1998 (Main Stacks)

A Strategy for Thailand’s Trade Diplomacy. Robert Wolfe. John Deutsch Institute for the
Thailand's export trade has shifted from traditional exports like clothing, textiles, and agricultural products to
manufactured exports such as electronics in recent years. Thailand is not alone in this regard, as flows of
foreign direct investment into other South-East Asian economies is making value-added manufacturing an
integral part of the multinational production network. In this paper the author argues that Thailand should
develop a trade policy consistent with the World Trade Organization (WTO) in order to maximize its
development. Cooperation with regional international organizations and bilateral agreements should also be
utilized. The Asia-Pacific Economic Cooperation Forum (APEC), for example, serves the purpose of
facilitating communication and cooperation between member countries. An appendix which lists and
describes international organizations in the domain of trade relevant to Thailand and its Pacific Rim
neighbours concludes the text.
LOCATION: ADMIN HD 72 I58 no.0019 (Main Stacks)
This book focuses on Thailand's major transformation in the decade between 1985-95 when Thailand had the world's fastest growing economy. This updated version of a 1996 edition, however, includes sections on the impact of the Asian Crisis on Thailand when its economy tumbled severely. A significant factor in Thailand's boom economy was a dramatic increase in foreign investment, particularly Japanese manufacturing. Local investment joined the surge of export-oriented manufacturing with the result that total exports increased by a factor of seven. The Thai business community is led by the immigrant Chinese. As a result of Buddhism's openness and Thailand's lack of a colonial history, the Chinese thrived in the open society offered them. In turn the immigrant Chinese had overseas connections with the huge Chinese diaspora throughout Southeast Asia and elsewhere. Against this background the socioeconomic development of Thailand is analyzed. Perhaps the most significant development has been the urbanization of the Thai population at the expense of the Thai village. Agriculture, in turn, was reduced to a minor role in the country's domestic production. The Asian Crisis, triggered by Thailand's overheated and vulnerable economy, is viewed from the Thai perspective in the concluding chapters.
LOCATION: ADMIN HC 445 P38 1998 (Main Stacks)
Describing Vietnam as the hottest new business frontier in the Pacific Rim, the author divides his book into four sections. Section one deals with profiling the country through its people, its economic and political landscape, and the booming business scene. Section two, called Selling to Vietnam, outlines the Vietnamese market, its channels of distribution, and what is needed to advertise and promote in a country of 74 million. The third section deals with investing in Vietnam and this includes laws, regulations, financing, and partnerships. The final section focuses on the working climate and business culture which one must appreciate to communicate and negotiate successfully with the Vietnamese. Useful appendices include business addresses, trade contacts, sample contractual agreements, and basic visitor information. The author is a noted specialist on emerging markets and has authored other books on doing business in Asia and the Pacific Rim.
LOCATION:  ADMIN HF 1416 E544 1995  (Main Stacks)

February 1994 marked the lifting of the U.S. trade embargo on Vietnam. Referring to Vietnam as Asia's next tiger, the author forecasts dramatic growth in entrepreneurial activity. These opportunities are outlined by geographic region and by industrial sector. Various approaches to doing business in Vietnam are examined with the various advantages and disadvantages discussed. The most favoured approach is the joint venture. Part two of the book is referred to as a resource guide and provides practical how to information. This includes information on business travel, addresses of organizations and officials that can offer assistance, and other useful resources. The appendices provide a copy of Vietnam's Foreign Investment Law and sample application forms for doing business in Vietnam.
LOCATION:  ADMIN HC 444 Z9 I537 1994  (Main Stacks)
The World Trade Press publishes a series of pocket guides to the corporate culture of countries worldwide. Countries covered in the Pacific Rim region include China, Hong Kong, Indonesia, Korea, The Philippines, Singapore, Taiwan, Thailand, and Vietnam. The focus of these condensed guides is the culture, customs, and business etiquette of the respective countries. The goal is to improve intercultural communication in business relationships. The format of each is identical with four sections providing an overview, a description of the business environment, a customs and etiquette section, and an additional information conclusion. The Vietnam guide points out the continuing rivalry between North and South Vietnam which has a history long predating the Vietnamese/American war. One is also reminded of the overwhelming presence of the one-party communist state whose support is required to conduct business. The importance of personal connections and finding a local partner are also stressed. The concluding chapters of the guides contain basic phrases used in every-day conversation, how to format correspondence and addresses for that country’s postal system, and selected Internet addresses.
LOCATION: ADMIN HD 58.7 C87 1997 (Main Stacks)

This volume contains papers submitted at the International Workshop on Trade, Investment and Business in Vietnam held at Woollongong University, Australia in 1996. The authors are largely Australian and Vietnamese. Although the focus is on trade and business between Australia and Viet Nam, there is much of interest for other Pacific Rim countries. The opening paper introduces Viet Nam's dynamic, emerging, and developing economy and the role played by Australia in it. Trends in foreign investment in Viet Nam are addressed in the following two papers with a focus on 20 major sectors in the economy. Investment priorities in Viet Nam and the implications for foreign investors are discussed as well. The business environment for Australian companies in Viet Nam is reviewed and this provides guidance for other foreign countries. The Vietnamese government's initiatives in human resource development demonstrate the country's commitment to improve the labour force climate for foreign investors. Viet Nam and her fellow members of the Greater Mekong Basin Subregion, a 230 million person market made up of Viet Nam, Burma, Cambodia, Laos, Thailand, and the Chinese province of Yunnan, is presented as a corridor of commerce for prospective foreign investment. Business opportunities for the Mekong Basin as a whole are described as enormous though it is acknowledged that doing business in the region is not easy. Other issues looked at in the papers include the role of business ethics and foreign enterprises and the impact of economic development on the Vietnamese environment. The concern is to avoid exploitation of either the workforce or the environment of a developing economy in transition. The papers make ample use of statistics and tables to support their cases.
LOCATION: ADMIN HG 5750.5 A3 P76 2000 (Main Stacks)
The British publisher Global Books has published a series of what they describe as essential briefings on the customs and etiquette of countries around the world for business and pleasure travellers. Coverage for the Pacific Rim Region includes Australia, China, Indonesia, Japan, Korea, Malaysia, Thailand, and Vietnam. The guides attempt to provide the reader with the necessary background to avoid basic mistakes in conversation or personal relationships in locations new to them. The guides are short, under a hundred pages, and structured to make a quick introduction to a new culture very convenient. They normally contain a map of the country and hot or top tips stressing important nuggets of know how interspersed throughout the text. The Vietnamese guide opens with an introduction to the people and history. China and Confucianism along with Buddhism have greatly influenced the attitudes and value systems of Vietnam. The country's economic development has been hindered by the virtual state of war experienced for over a hundred years. There are individual chapters on travelling within the country, social situations, and doing business. As to business bargaining for services or goods is considered normal. In larger business deals Confucian style patience must be brought to the table. Negotiations are seldom conducted other than face to face with tea drinking part of the business ritual. The guide concludes with two practical sections on useful words and phrases and facts about Vietnam.

LOCATION: ADMIN BJ 2007 V53 M87 1997 (Main Stacks)
PERIODICALS

* **CanadExport.** Department of Foreign Affairs and International Trade. Published twice monthly.
This federal government newsletter is aimed at exporters and business-oriented people. It carries news stories on companies successful in their export endeavours, government initiatives, and regular features. These features include "Roadmap to China and Hong Kong" and "A Yen for Japan" which focus on some aspects of trade with those respective countries. The "Canadian Trade Review," a feature published quarterly with a year-end cumulation, reviews Canada's trade performance in key sectors and markets using Statistics Canada data. International business opportunities are posted on a regular basis. This newsletter is also available on the Internet at [http://www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport).
LOCATION: Periodical Stacks

This magazine focuses on the maintenance and improvement of American-Chinese business relationships. As the editor notes in a past issue, the staff's role is to explain the reality and complexity of the current business environment in China so that prospective companies can decide how best to guide their operations. Feature articles can focus on various industrial sectors, such as China's auto industry or microelectronics industry. Regular sections look at Chinese economic and trade data in table format, recent press reports on business contracts and negotiations, and the Business Council's activities. One section highlights and describes Web sites that are potentially useful for US-China business. China Business Review is indexed in ProQuest Direct ABI/INFORM Global (See Databases Section) so that articles can be tracked down on various sectors and subjects.
LOCATION: Periodical Stacks

* **The Economist.** The Economist Newspaper Ltd. Published weekly.
Published by the Economist Group, this magazine, founded in 1843, has long been considered one of the most authoritative sources of information on international business and politics. Among others it maintains regular columns on regional areas such as the Americas, Asia, and Europe. There are also regular sections on business and finance/economics. An economic and financial indicators section regularly presents statistics on 15 developed countries in a multi-table format. A corresponding set of indicators is provided for 25 emerging countries. Where appropriate, forecasts for both the developed and the emerging sets of countries are also made available. The Economist also offers a number of free Web sites which are listed in the table of contents of each issue. A particularly useful Web site is "Country Briefings" which provides news, country profiles, forecasts, and statistics for countries worldwide. The address for this service is at [http://www.economist.com/countries](http://www.economist.com/countries).
LOCATION: Periodical Stacks
* **Far Eastern Economic Review.** Dow Jones and Company. Published weekly. The Review is seen internationally as the authoritative voice on finance, investment, industry, politics, and business for Asia. Its newspaper length articles make it easy to read, and its regional coverage section allows quick reference to specific areas of interest. Regular features include an economic monitor section which analyzes each Asian country on a rotating basis, and a prices and trends section which provides economic data in table form for the entire region. Each issue is highlighted by a cover story. The Review is indexed in ProQuest Direct ABI/INFORM Global (See Databases Section) so that articles can be located from earlier issues. Each issue also has a comprehensive company index.
LOCATION: Periodical Stacks

* **International Economic Scoreboard.** The Conference Board. Published six times per year. This publication contains a combination of concise perspectives on the economies of nations around the world along with forecasts for the current and forthcoming year. Two of the six annual issues are subtitled "Long-Term Outlook" and have forecasts for two years plus the current year. The economists are either on the staff of the Conference Board or other internationally respected organizations. The forecasts cover exchange rates, GDP, consumer prices, unemployment, and short-term interest rates. More than one forecast is normally offered for each major country. This approach is useful in that it assists one in determining a more definitive range for the forecasted figures.
LOCATION: Periodical Stacks

* **Journal of Japanese Trade and Industry.** Japan Economic Foundation. Published bimonthly. This journal concerns itself with all aspects of the business and economic climate as it relates to Japanese trade and industry. Each issue features a cover story in addition to regular columns on trends, viewpoints, finance, and foreign business. An economic indicators section regularly reports the latest figures on economic activity and trade in table format. This journal will keep the regular reader current on changes to the Japanese economy and possible business opportunities.
LOCATION: Periodical Stacks

* **World Economic Outlook.** International Monetary Fund. Published biannually. This survey of economic prospects and policy issues from the International Monetary Fund (IMF) is compiled from information provided by member countries. The analysis is both current and detailed with each major region of the world considered in turn. Each issue also deals with a current and topical matter. The most recent release, for example, focuses on recessions and recoveries in the world's industrial countries. The analysis identifies 93 business cycles in 21 countries over the period 1973-2000. The narrative throughout is supported in a comprehensive fashion by an extensive array of tables, boxes, and figures on all aspects of country, regional, and world statistics.
LOCATION: ADMIN HC 10 W7979 (Reference)
**Canadian Business and Current Affairs (CBCA) Full Text Reference.** Micromedia ProQuest. 1982 to the present.
This product provides indexing to over 250,000 records per year which have appeared in over 650 Canadian business periodicals. The titles cover the mainstream of Canadian periodical publishing including popular, current affairs, trade, business, special interest, and academic publications. Eight Canadian daily newspapers, including the Globe and Mail, the Financial Post, and the full-text of the Canadian Press Newswire are covered. Full-text articles are provided for over 170 of the periodicals from 1993 forward. Company, product, and industry information is readily searchable as is compiling a list of articles by country or geographic region. The database is updated every month and the coverage dates from 1982.
LOCATION: Databases, University of Manitoba Libraries' Home Page
ADDRESS: [http://www.umanitoba.ca/libraries/](http://www.umanitoba.ca/libraries/)

**ProQuest Direct ABI/INFORM Global.** ProQuest Information and Learning. 1971 to the present.
This database contains thorough indexing and abstracting of articles from more than 1,600 international business and management journals. Full-text or page images of the articles are available for the majority of the titles. Although the majority of the journals are published in the United States, more than 350 are international thus ensuring coverage of the global marketplace. The service is updated on a continual basis with indexing and abstracting coverage dating back to 1971 with full-text and page image coverage from 1986. Searching on the database is user friendly using keywords in either a basic or advanced mode or by searching by publication.
LOCATION: Databases, University of Manitoba Libraries' Home Page
ADDRESS: [http://www.umanitoba.ca/libraries/](http://www.umanitoba.ca/libraries/)

**Stat-USA Internet. U.S. Department of Commerce.**
This database is one of the U.S. Government's main repositories for business, trade, and economic information. A sub-section of the site, the "National Trade Data Bank (NTDB)," provides access to country commercial guides, market research reports, and statistical data in many forms for the major economies of the world. An international trade library within NTDB categorizes the various documents by broad category for an alternative means to search the site. The documents are both full-text searchable and searchable by country and product.
LOCATION: Databases, University of Manitoba Libraries' Home Page
ADDRESS: [http://www.umanitoba.ca/libraries/](http://www.umanitoba.ca/libraries/)
SELECTED INTERNET SITES

COUNTRY

Australia

* Invest Australia
This agency describes itself as an inward investment agency with the mission of attracting productive foreign investment into the country. In the section "Australian Advantage" the country's economic, competitive, and innovative strengths are outlined both in the context of her immediate Pacific Rim neighbours and her other international competitors. With a diverse economy Australia also demonstrates strength in many industrial sectors. Numerous sectoral studies are provided in areas such as biotechnology, agribusiness, and energy amongst others. Each study profiles the sector, outlines business opportunities, and provides case studies and links for further research. Information about investing in Australia's individual states or territories is also available via links to state agencies dedicated to promotion of that particular jurisdiction.

China

* Canada China Business Council (CCBC)
This site is the official site of the Council whose function is to promote trade and investment between Canada and the People's Republic of China. The site is accessible to members and non-members on a limited basis. The latest in business happenings is reported in the online newsletter, Business Trends available in PDF format. A links section provides useful access to dozens of sites, both governmental and private, which are potentially useful to the Canadian-Chinese business researcher.
Address: http://www.ccbc.com/

* China Council for the Promotion of International Trade (CCPIT)
CCPIT is the most important and largest institution for the promotion of trade in China. Since 1988 it has also adopted the name China Chamber of International Commerce (CCOIC) which is used simultaneously with the CCPIT. The site contains a "Trade Leads" service, an "Invest China" section, and an on-line business guide along with a number of other features. The on-line business guide is extensive covering all aspects of doing business with the world's largest developing country. The "Trade Leads" service allows searching through a company directory and a product catalog. A "Statistics" section offers massive amounts of data on all aspects of the Chinese economy. The "Foreign Investment" section outlines the basic policies in place for attracting investment, the tax system, and the agreements China has signed to protect foreign interests.
Address: http://ccpit.org/infosystem/index_en.jsp
Hong Kong

* **Hong Kong Trade Development Council**
The Trade Development Council promotes both Hong Kong's external trade in goods and services as well as its advantages as a global platform and partner for international business. In addition to this site the Council has some 50 offices around the world including a location in Toronto. The site is constantly updated and contains useful sections on Hong Kong's industrial sectors, her competitive advantage over other countries, and information on her latest economic and trade circumstances. Various newsletters are available electronically including the "Hong Kong Trader," the Council's main forum for current news. An online sourcing directory of over 100,000 business contacts is available for searching after a free registration process. Numerous links are provided for further research. As Hong Kong has been a region of China since 1997 a number of the links are to China or Chinese matters. Particularly useful are the "Market Profile on the Chinese Mainland" and "The Guide to Doing Business in China."
Address: [http://www.tdctrade.com/](http://www.tdctrade.com/)

Indonesia

* **BPS Statistics Indonesia**
This site is a government body directly responsible to the President of Indonesia with the mandate of gathering statistics on the structure and growth of the economy, social change, and development. Statistics are available by subject, geographical region, or censuses. Subject categories go from agriculture, to transportation, to wholesale price indices. Searching by region or provincial office is quite useful because of Indonesia's diverse geography and economy. The site is current and updated regularly. Useful links to other agencies, including other Indonesian government sites, are provided.
Address: [http://www.bps.go.id/index.shtml](http://www.bps.go.id/index.shtml)

* **Ministry of Industry and Trade**
This major government site offers business, economic, and investment information for domestic and international users. The investment and regulations sections offer business opportunities, a company directory, and procedures/policies which cover the tariff and regulatory environment. The statistics section contains tables and charts which focus on Indonesia's economic performance such as economic and trade indicators, exports and imports, and trade balances. Links are provided to other useful government sites such as the National Agency for Export Development and Indonesian regional government web sites. The latter is very useful for Indonesian provincial and city information which is not readily available elsewhere.
Address: [http://www.dprin.go.id/default_e.htm](http://www.dprin.go.id/default_e.htm)
Japan

* Japan External Trade Organization (JETRO)

JETRO is the nonprofit, government related organization established in 1958 to promote trade and economic relations between Japan and its trading partners. It maintains a number of international offices including those in Toronto, Montreal, and Vancouver for which links are provided along with those of a number of other useful Japanese sites. The site itself is very current with sections on what's new, doing business, and business information. Under doing business one can search the Japan Trade Directory by keyword, examine opportunities by prefecture and major city, and search for trade fair information. The business information section offers a wide range of services. These include detailed market reports, standards and regulations on exporting to Japan, and statistics and surveys on all aspects of the Japanese economy. The Japanese Government Procurement Database is also offered as a means to open up market access. Numerous publications are available free of charge in PDF format including such titles as "Doing Business in Japan" and "First Steps in Exporting to Japan."
Address: http://www.jetro.go.jp/

Korea

* Korea Trade - Investment Promotion Agency (KOTRA)

KOTRA is a non-profit governmental organization with the mandate of contributing to the Korean economy through activities such as promoting trade information, market research activities, and business matchmaking. It has three main sections, amongst others, which are particularly useful. The business information section contains general trade information and regulations concerning exporting and importing. A Korean company and products directory, searchable by keyword, is also available. An investing section provides a country and economic profile, an investment outlook, and industry trends. Korea is also compared statistically with other Asian countries. A links section offers access to other government sites as well as to trade organizations. A special feature of the site is the sub-site dealing with the North Korean economy, for which it is generally difficult to locate reliable information.
Address: http://www.kotra.or.kr/eng/index.jsp
Malaysia

* Malaysian Industrial Development Authority (MIDA)
MIDA is a government agency with the mandate to promote foreign and local investment in manufacturing and related services projects in Malaysia. As the intended first point of contact for investors, the MIDA's site points out the economic strengths of the country, supportive government policies, a developed infrastructure, and a vibrant business environment as positive attributes for foreign investment. Other sections of the site feature an investors' guide and calculated costs of doing business in Malaysia. The country's main industries are profiled and these include the electronics, food products, and chemical sectors. Success stories of investors demonstrate the international presence in the country. A statistical section focuses on foreign investment and the manufacturing sector. Links are provided to other government agencies and organizations in Malaysia.
Address:  http://www.mida.gov.my/index2.html

New Zealand

* New Zealand Ministry of Foreign Affairs and Trade
This is an official government site of which the foreign and trade policy section will be of particular interest to the business researcher. It provides access to trade and country relations information New Zealand has with each of its trading partners including Canada. The New Zealand-Canada economic relationship is reviewed statistically and in graph format. Via the site map an invest in New Zealand handbook is available. Links to other New Zealand web sites are provided and these include government and private sites such as Statistics New Zealand, the country's official statistical agency, and various media outlets such as newspapers and radio stations.
Address:  http://www.mfat.govt.nz/
Philippines

* Philippine Department of Trade Industry (DTI)
In addition to its domestic responsibilities, the DTI promotes the country as an investment location acting as a facilitator for international companies seeking to establish or invest in projects in the country. As the DTI is composed of some 20 different bureaus and agencies, the information at this site is linked through numerous sub-sites. For example the section on services contains sub-sections on investment promotion, trade promotion, and investment/trade/business opportunities in the regions, all three of which lead to sub-sites of agencies within DTI. As an illustration the above mentioned business opportunities in the regions services section leads to the agency titled the "Regional Operations Group" where profile data on the Philippines' provinces and regions can be found. Several online databases are available with "Tradeline Philippines" offering access to trade statistics and exporters. A publications section leads to a number of online publications including the monthly "Philippine Business Report" which provides recent business news and investment developments and the bimonthly "Dataline" which is a digest of trade and industry trends.
Address:  http://www.dti.gov.ph/

Singapore

* IE(International Enterprise) Singapore
This site, formerly the Singapore Trade Development Board site, is the official government site for trade promotion. It offers information for those wanting to do business with Singapore as well as advice for Singaporeans wanting to venture abroad. In the partner with Singapore section information categories include setting up a business, finding partners, cost of doing business, trading and investing, and living in Singapore. Statistical information useful for business is found in the bizinfo category. This includes business intelligence, trade statistics, company and industry profiles, and international business opportunities. Numerous useful links are provided such as the Singapore Department of Statistics.
Address:  http://www.iesingapore.com

Taiwan

* Taiwantrade
Maintained by the China External Trade Development Council, this site promotes and facilitates trade between Taiwanese suppliers and buyers worldwide. However, the site goes beyond this mandate by supplying all kinds of relevant information in regard to doing business with Taiwan. A free registration process is required to maximize usage of the site, but is not necessary if using some portions such as the useful links section which provides access to dozens of related sites such as the Taiwan Institute of Economic Research and the Taiwan Economic Data Center. The registration process is required for those needing trade tools and product services from the site.
Address:  http://www.taiwantrade.com.tw/
Thailand

* Doing Business In Thailand
This site is maintained by the Business in Thailand Network which also maintains a number of award winning related web sites dealing with investment, exporting, and news from Thailand. This site should be used in conjunction with its sister sites, links are provided, to maximize the information available about Thailand. The main menu for this site provides access to advice on setting up a business, investment incentives and promotional privileges available, and numerous other options concerning business, exporting, and importing. A business information and research service provided allows questions to be asked on a gratis basis. Back issues of Business in Thailand magazine are also available for viewing.
Address: http://www.doingbusinessintha.com/

Vietnam

* Embassy of Vietnam in the United States
This embassy was established in Washington, DC in 1995. Although this site is broad based and contains all manner of information about Vietnam, several sections are particularly relevant for the business researcher. Consulting the history, culture, and geography sections will provide country profile information. This includes maps of the country, major regions, and its 61 provinces. The business advisor section focuses on doing business in Vietnam from a foreign investor perspective. Foreign investment guidelines, tax rates, export/import specifics, the laws governing foreign trade, and the formation of legal entities are all covered in turn. Links to other notable resources are maintained. The Vietnam Chamber of Commerce and Industry site with its trade promotion section at http://www.vcci.com.vn/ and the Investment in Ho Chi Minh City site at http://www.hcminvest.gov.vn/ are useful in this regard.
Address: http://www.vietnamembassy-usa.org/

PACIFIC RIM REGION

* AsianNet
This site is described by its promoters as the number one business information provider of Asia. The main menu offers, among other options, access by country, by best products which allows product searching, and through a "Trade InfoCenter" which acts as a business information exchange for buying, selling, and additional business opportunities. A comprehensive directory of world business links is also provided. The site is commercial in nature.
Address: http://www.asiannet.com/
* **Business-in-Asia**
This site is maintained by Runckel & Associates, a U.S. based international consulting company which specializes in Asia. The site focuses on 13 countries from Burma to Vietnam providing country specific information, marketing information, and import/export guidance. Each country has their own sub-site which provides reports and guides on investment, marketing, business, and trade. These reports and guides are often prepared by an agency of the U.S. government or world body such as the World Bank. There is also a company search capability built into each country site. A regular feature of the site is exclusive interviews with major players in the Asian business and economic scene.

* **Infoexport (Asia-Pacific)**
This service is a sub-section of Infoexport (Canadian Trade Commissioner Service) which in turn is part of the Canadian Department of Foreign Affairs and International Trade. One goes to the main site address noted below and selects from the site map reports and services by country. The Asia-Pacific portion presently provides detailed information on the 19 countries where Canada has Trade Commissioner Service offices. Reports on other countries of the Asia-Pacific region are also available, but in a less structured format. Each country is analyzed in terms of its business climate and its dominant sectors. Links are provided to other important sites, both Canadian and of the country in question.
Address: [http://www.infoexport.gc.ca/](http://www.infoexport.gc.ca/)

**INTERNATIONAL**

* **CIA World Factbook**
The Central Intelligence Agency's (CIA) Factbook has been a reliable source of international information since it was made available to the general public in 1975 and this tradition continues with its more recent availability via the Internet. It provides ready access to basic country profiles for every current country worldwide. Each country entry opens with a flag and map. There are also broader based regional reference maps which are useful for placing the individual country in its geographical context. A standard format is then followed with information for each country entry presented under the following headings: geography, people, government, economy, communications, transportation, military, and transnational issues. The information is presented in a concise fashion and is generally as current as can be expected; updates are made through the year as required for the Web version. The site has a number of very useful appendices; one deals with international abbreviations or acronyms and a second with international organizations and groups where membership and purpose are specified. Overall, the Factbook remains a solid source of basic information; however, in-depth analysis will have to be sought elsewhere.
This site is the U.S. Government's main online resource for U.S. companies engaged in exporting. It pulls together the information resources of 19 U.S. federal agencies. It provides export counseling and export promotion advice in the form of articles and frequently asked questions, as well as country and industry market research. The country and market research portion of the service is immense as it is drawn from all U.S. federal sources including embassies, consulates, and overseas offices in addition to traditional home services and programs. Although the site is clearly geared for the American audience, it can be utilized by the Canadian international business researcher.
Address: [http://www.export.gov/](http://www.export.gov/)

* **Exportall**
Described as a one-stop source for export and international business information, this site will eventually provide information on over 200 countries. The product of two Dutch companies, Dutch Export Consultancy and Worldwide Info Search, the site is comprised of two directories. There is a general directory that provides access to broad-based business and industry Web sites and a country directory which provides specific information on that country's business, industry, facts and figures, government, politics, news, etc.
Address: [http://www.exportall.nl/index.html](http://www.exportall.nl/index.html)

* **ExportSource (Team Canada Inc.)**
Team Canada Inc. is a network of 21 federal government departments and agencies set up to help Canadian businesses in the international market place. It describes itself as Canada's most comprehensive source of export information and services. The site provides tools and guides to export preparation and exporting such as a "Step-by-Step Guide to Exporting" and a "RoadMap to Exporting." Regional export information is available by province or territory. Back issues of CanadExport, the trade newsletter of the Department of Foreign Affairs and International Trade are available online.
Address: [http://exportsource.ca/](http://exportsource.ca/)
* **globalEDGE**
This site was formerly known as International Business Resources on the WWW. It is still maintained by the Center for International Business Education and Research at Michigan State University (MSU-CIBER). It now describes itself as a Web portal that connects international business professionals to resources on global business activities. One of the basic access points is by country with more than 190 countries covered in terms of their business climate, political structure, history, and statistical resources. There is also a directory of global resources which can be searched by keyword or accessed by categories of specific orientation and content. For example, the government category leads to entries for government sites which generate information through their respective agencies, ministries, and departments. One of the features of the site is a section entitled "Market Potential Indicators for Emerging Markets" where some 24 countries are ranked for their potential, using categories such as market size, market intensity, market consumption capacity, and market receptivity. This site receives high praise in the international business literature.
Address:  [http://globaledge.msu.edu/ibrd/ibrd.asp](http://globaledge.msu.edu/ibrd/ibrd.asp)

* **Governments on the WWW**
This site will be tremendously useful to any business researcher seeking government generated information from a particular country. As the site describes itself it is a comprehensive database of governmental institutions on the World Wide Web including parliaments, ministries, offices, law courts, embassies, city councils, public broadcasting corporations, central banks, multi-governmental institutions, etc. The thousands of entries are from more than 220 countries and are updated regularly. The sites are categorized and new entries are placed in a history section for viewing updates separately from the main listing.
Address:  [http://www.gksoft.com/govt/](http://www.gksoft.com/govt/)

* **Infoexport (Canadian Trade Commissioner Service)**
A service of the Department of Foreign Affairs and International Trade, this site provides access to hundreds of sectoral market studies and country specific reports prepared by the 140 Canadian trade commissioner offices around the world. Although the site is intended for companies with export intentions, it is also suited for international business research. The site is searchable by keyword, but is easier to search by sector or country. As the site is intended for Canadians only, a free registration process is required. Links to other useful Canadian governmental sites are also provided.
Address:  [http://www.infoexport.gc.ca/](http://www.infoexport.gc.ca/)
* **Library of Congress**
A section of the Library of Congress site entitled "Portals to the World," accessible through a site map, provides access to hundreds of international business resources arranged by country. Every country in the world will be included by 2003. Each country is broken down by broad subject area and this includes a section usually entitled "Business, Commerce, and Industry." The business section then provides links to other sites relevant to business and that particular country. For example, for South Korea links are provided for the Bank of Korea, the Korea Development Institute, and the Korea Institute for International Economic Policy. A map of the respective country is also provided along with, in many cases, a corresponding country guide.
Address: [http://www.loc.gov/](http://www.loc.gov/)

* **Manitoba Trade and Investment (MTI)**
The Manitoba Trade and Investment Corporation is an agency of the provincial government with the mission of building the Manitoba economy through industry development, export, and investment marketing opportunities. One of its sub-sites entitled "Manitoba Export Services" offers programs and services for Manitoba businesses wishing to pursue international export opportunities. Various tools and guides on how to export are provided in conjunction with the federal government. Country market profiles are available which in turn utilize various links including federal government sites such as Strategis and Canadian embassies worldwide. Information is also provided on Manitoba's International Projects Initiative, which provides assistance to Manitoba companies seeking international exposure.

* **Organization for Economic Cooperation and Development (OECD)**
The OECD, an international organization with the mandate of helping governments tackle economic, social, and governance challenges, currently has a membership of some 30 countries. A very useful section of this site is the "Economics Department" and in particular its "Economic Surveys." Approximately 18 surveys are published per year, of both member and non-member countries. For example an "Economic Survey of Japan" was published in late 2002 and the assessment and recommendations portion of the survey can be downloaded free of charge. Perhaps the most convenient way to use this site is via a member country search which makes available links to all OECD documents about that country. External links to additional non-OECD macroeconomic reports and data are provided for a number of countries. The OECD "Economic Outlook" section provides the latest forecast information and trends for member and major non-member countries for a two-year period. The statistics section is immense and very useful for raw data.
Address: [http://www.oecd.org](http://www.oecd.org)
Strategis
Strategis is Industry Canada's major initiative on the Internet providing business and consumer information for Canadians on the broad subjects of business, trade, and investment for both the domestic and international markets. The section on trade and investment leads to international business opportunities and in particular trade strategies for specific sectors, market research broken down by region and in turn by country, and various resources and services available from the government for exporting or importing. For example market research reports are available for every major country in the world. As an illustration Brazil's entry reveals some 30 items ranging from Brazil's international business practices to current economic trends and investment climate. Sector studies range from consumer products to biotechnology. The information provided is drawn from sources beyond Industry Canada and includes the United States Department of Commerce and the Central Intelligence Agency.
Address:  http://strategis.ic.gc.ca/engdoc/main.html

VIBES: Virtual International Business & Economic Sources
This site, maintained at the J. Murrey Atkins Library at the University of North Carolina at Charlotte, provides links to over 1,600 sources of international business and economic information. A comprehensive section covers all parts of the world, a regional section covers a continent or specific region, and the national section covers individual nations. The comprehensive section is arranged in 18 broad subject categories from agricultural products to trade issues. VIBES does not include fee-based services or business directories and states that all the sources listed can be used free of charge.
Address:  http://libweb.uncc.edu/ref-bus/vibehome.htm

World Bank Group
The World Bank site has a number of sections of potential use for international business researchers. Of particular note are the "Countries & Regions" and the "Data & Statistics" sections. The former provides a country or regional briefing along with tables of current economic indicators. The briefing includes commentary on the country's or region's economic development and current policy issues along with a description of active World Bank initiatives in the area. The "Data & Statistics" section uses official statistics derived from the national governments of its members. The data is available by country or country grouping, by topic, in quick reference tables, and in map format for world development indicators.
Address:  http://www.worldbank.org/
* World Trade Organization
The World Trade Organization (WTO) was established in 1995 succeeding the General Agreement on Tariffs and Trade (GATT). With 144 members it is the international organization dedicated to the rules of trade between nations. Its goal is to help producers of goods and services, exporters, and importers carry on their business. This site explains the WTO's scope of operations and in particular the legal agreements among countries known as the multilateral trading system. These agreements or contracts guarantee member countries rights and also bind countries to limit their trade policies. The dispute settling mechanism of the WTO is explained and flow charted. International trade statistics are available for downloading by region, by sector, or by product. Useful features include site links to the national statistical offices and to other major national sources of its member countries. Links are also available to other major international and regional organizations such as the World Bank, the International Monetary Fund (IMF), and the Organization for Economic Co-operation (OECD).
Address:  http://www.wto.org/