

Automotive Industry in APAC - IT Market Assessment

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Infiniti Research

Date: Oct, 2008

Pages: 19

Price: US\$ 1,125.00

ID: A9511CB3062EN

According to TechNavio, growing consumer demand coupled with improving purchasing power and increase in exports of small cars are driving automakers and OEM suppliers in the region to expand production facilities to meet these demands. In addition, with a large base of skilled workforce, favorable tax incentives offered by governments, lower costs and technologically advanced R&D facilities, large international OEMs from mature markets of Europe and the US have begun to outsource critical design and engineering services and increase their investments in the region further driving domestic automobile manufacturers to expand production facilities.

Further, changing customer demands coupled with rising costs are driving automakers and OEM suppliers in Asia-Pacific to reduce the time-to-market new products, plan inventory, order management and supply chain management activities.

The report forecasts the IT spending of the automotive industry in APAC over the period 2007-2009. It is meant for IT vendors and intends to help them identify selling opportunities in the automotive industry in APAC. The report identifies key business issues being faced by the automotive industry in APAC.

Further, the identified sales drivers can be used to penetrate these accounts or increase current share of the customer's wallet. Also, the report lists leading IT buyers and provides their brief company profile, along with their IT spending.

TechNavio Insights is a set of reports based on TechNavio – a market intelligence platform for the IT industry. It builds on the intelligence available within TechNavio, and leverages on the custom research experience of the 'Technology Navigators'. TechNavio is built on years of experience of Infiniti Research in deep dive custom research and consulting for over 30 Fortune 500 companies and numerous large and mid-sized companies.

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