

# Tapping the Potential of ASEAN

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Date: October 2022

Pages: 47

Price: US\$ 1,325.00 (Single User License)

ID: T1857EF98576EN

## Abstracts

Emerging Asia has been one of the most exciting regions in emerging markets during the last two decades and this trend is expected to continue, though the pace of growth has slowed down as the economies transform and mature. By 2040, emerging Asia will account for almost a third of global GDP and more than a quarter of consumer spending, highlighting huge opportunities for business and investors. Risks will remain, requiring business to be agile to identify sweet spots and overcome challenges.

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