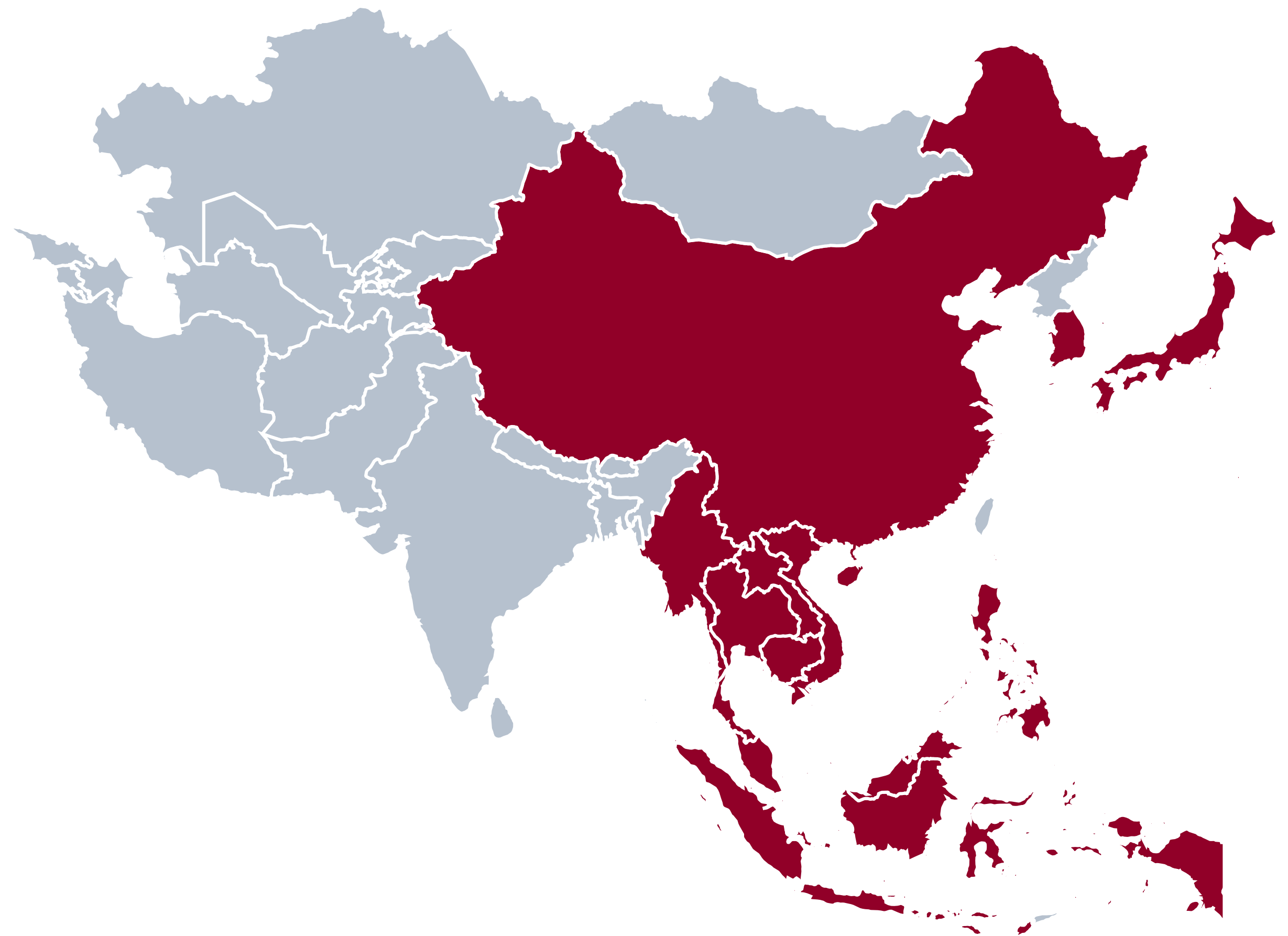


SACRAMENTO MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA) EXPORT CENTER



Why Expand to Asia-Pacific?

A Regional Guide to Asia-Pacific Exporting

- ASEAN is currently the 3rd largest economy in the Indo-Pacific and the 5th largest in the world
- ASEAN's economy is projected to grow by over 5.5% per year and become the 4th largest economy in the world by 2050
- Annual U.S. exports in goods and services to ASEAN total over \$105 billion
- The United States exported \$75 billion in goods and \$31 billion in services to ASEAN
- California is the largest US exporter to ASEAN with over \$17 billion in exports

Source: AsiaMattersforAmerica.org/ASEAN

World Economic Outlook: Growth Projections for 2021

(real GDP, annual percent change)	PROJECTIONS		
	2019	2020	2021
World Output	2.9	-4.9	5.4
Advanced Economies	1.7	-8.0	4.8
United States	2.3	-8.0	4.5
Euro Area	1.3	-10.2	6.0
Germany	0.6	-7.8	5.4
France	1.5	-12.5	7.3
Italy	0.3	-12.8	6.3
Spain	2.0	-12.8	6.3
Japan	0.7	-5.8	2.4
United Kingdom	1.4	-10.2	6.3
Canada	1.7	-8.4	4.9
Other Advanced Economies	1.7	-4.8	4.2
Emerging Markets and Developing Economies	3.7	-3.0	5.9
Emerging and Developing Asia	5.5	-0.8	7.4
China	6.1	1.0	8.2
India	4.2	-4.5	6.0
ASEAN-5	4.9	-2.0	6.2

Source: IMF, World Economic Outlook Update, June 2020

E-Commerce in Asia-Pacific

Trends & the Digital Economy

Digitization has increased opportunities for both ASEAN and U.S. businesses to reach new customers and suppliers.

Asia-Pacific is the global leader in E-Commerce market size.

Key online shopping trends in Asia-Pacific are:

- M-Commerce (e.g. cellphones, tablets, etc.)
- Cross-border online retail
- Social commerce (e.g. social media)

Online spending is expected to rise to \$240 billion by 2025, large in part by:

- Ride-hailing apps (e.g. Uber, Lyft, etc.)
- E-commerce (expected to grow by 32%, or \$88B by 2030)
- Online media
- Intra-regional travel

Source: AsiaMattersforAmerica.org/ASEAN

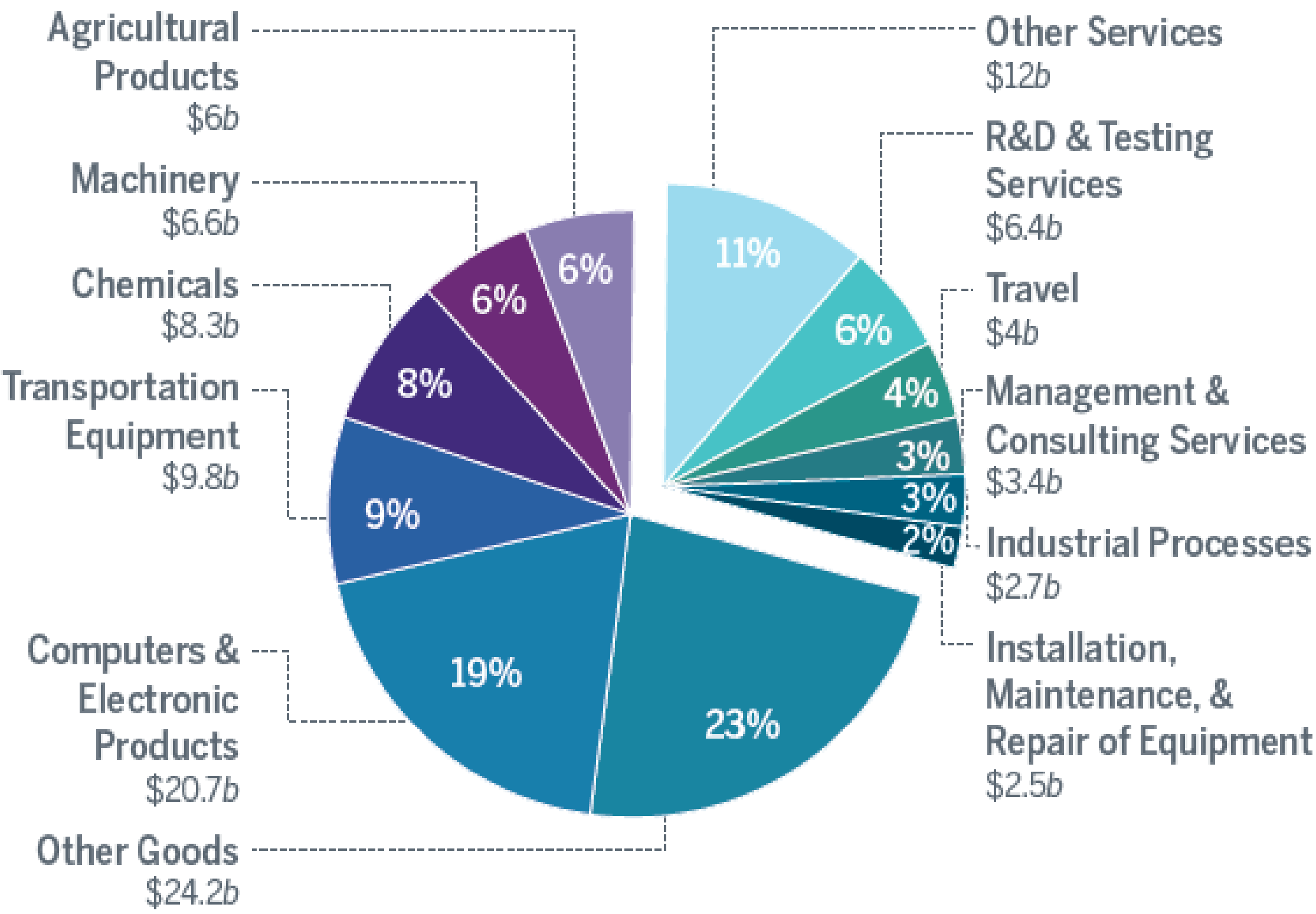
Source: Asia-Pacific B2C E-Commerce Market Report 2019 <https://bit.ly/2D1ZEq4>

Top Exports x Sacramento MBDA Export Center Country Focus

COUNTRY FOCUS	EXPORTS TOTALED (USD)	TOP EXPORT INDUSTRIES
CHINA	\$40.3B	<ul style="list-style-type: none">Computer chipsCivilian aircraft, partsMachinery, parts for semiconductor manufacturing
JAPAN	\$28.4B	<ul style="list-style-type: none">LNG, petroleum gasesCivilian aircraft, partsMedical instruments
S. KOREA	\$22.3B	<ul style="list-style-type: none">OilMachinery, parts of semiconductor manufacturingComputer chips
VIETNAM	\$4.4B	<ul style="list-style-type: none">CottonComputer chipsOil
PHILIPPINES	\$3.2B	<ul style="list-style-type: none">Computer chipsWheatFlour, meal of seed, olea fruit

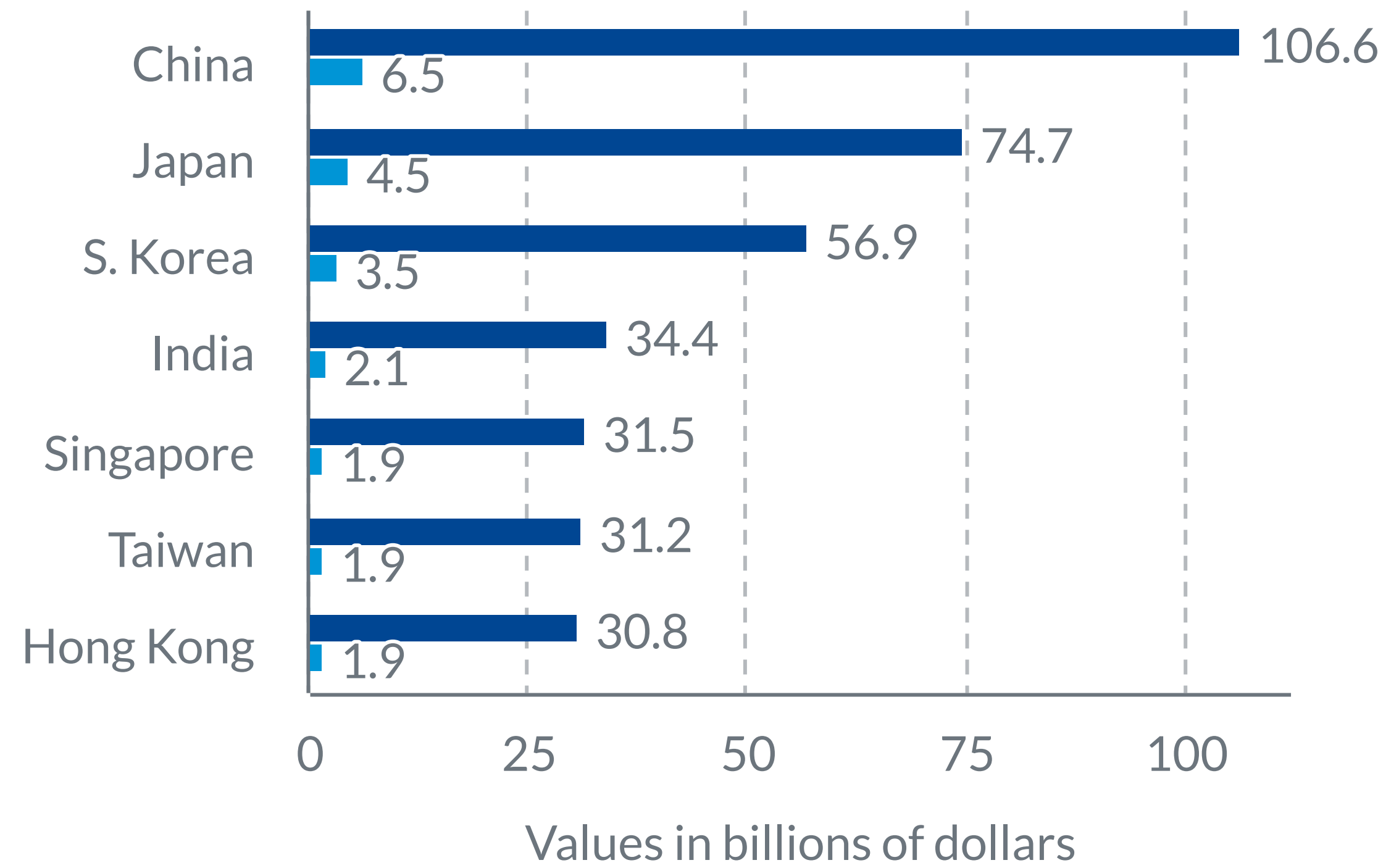
Current Year-To-Date Data (YTD) is Through May 2020
Source: <https://www.ustradenumbers.com/countries/>

Composition of U.S. Goods and Services Exports to ASEAN



Source: [AsiaMattersforAmerica.org/ASEAN](https://www.asiamattersforamerica.org/ASEAN)

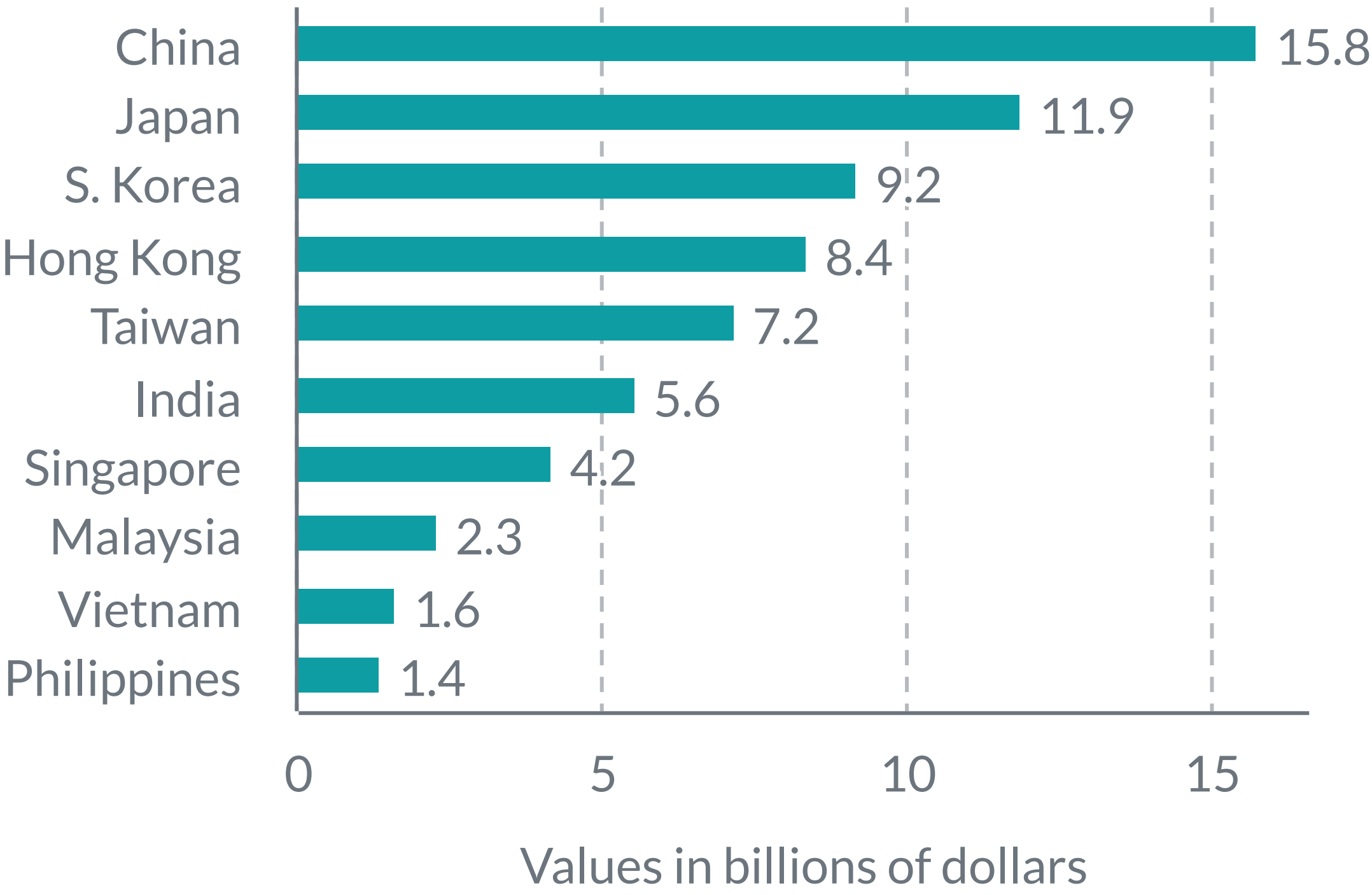
United States Top Asian Export Markets (2019)



■ Export (\$) ■ Percent of Total Exports

Source: <https://www.census.gov/foreign-trade/statistics/highlights/top/top1912yr.html#exports>

California's Top Asian Export Markets (2019)



■ Exports (\$)

Source: <https://www.census.gov/foreign-trade/statistics/state/data/ca.html>

Timeline of International Activities



To schedule a consultation or to learn more:

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