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Marketing for Success in the Pacific

Facts & Figures on Pacific
Countries

Pacific Rim : A Powerful Global Presence

- 1980's - Decade of incredible growth
- Fastest economic expansion in history
- Asia - \$3 trillion market
- Growing by \$3 billion a week
- Export economies growing 3 times faster than the rest of the world

Japan: Pacific Economic Leader

- Richest country*
- Top 12 banks are Japanese banks
- World's largest stock market

* Measured in national net worth; FORTUNE magazine, 1989



**“U.S. and European companies
have only the coming decade to
establish leadership positions in the
Asian market. -- Get into Asia fast.”**

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***FORTUNE magazine special Asia
1990 edition***

Pacific Offers Unique Opportunities

- Over 2 billion people in Asia
- 2/3 the world's population by 2000
- Over 1,000 spoken languages
- Most varied religions & cultures in the world

Tremendous Potential for Developers in Pacific

- Apple Pacific encompasses 5 regions
 - Australia, Canada, Latin America, Japan, and Far East
 - 5 Apple subsidiaries in Pacific
- Canada & Australia considered mature markets
- Japan, Far East, and Latin America are young & rapidly growing markets

Apple Pacific Is Outpacing PC Industry Growth Rates

- 40% growth in sales between 1988 & 1989
- 26% growth expected this year
- U.S. market expected to grow 12% this year

Apple: Australia's Largest PC Vendor

- Largest PC vendor in unit sales and value
- Macintosh sales CAGR of 50% 1983 -> 1989
- Education is largest market - 70% market share
- Largest business segment is medium size businesses - over 20% market share

Canada Is Considered Maturing PC Market

- Apple Canada's average annual growth is 53%
- Education is largest market
- Government market expected to grow faster than industry

Many U.S. Products Sell With Little Or No Modification In Canada

- 70% of Canadians speak English as primary language
- Distribution channels similar to U.S.
 - Popular computer chains stores (i.e. ComputerLand)
 - Local independent resellers

Latin America: Opportunities & Challenges

- Independent Computer Companies, or ICCs, and resellers in 44 countries
- 60% of business is in corporate accounts
- Largest installed base is education: 10,000
- 19 Apple University Consortium members
- Mexico: largest PC market - recently reopened borders
- Brazil: expected to surpass Mexico's market size by 1992