



## General Manager, Asia: An Introduction & Progress Update



# AGENDA



- My Role and Objectives
- What is our AVI target market?
- How have we defined our Strategy?
  - The Barriers to Entry; and
  - Overcoming these barriers

# INTRODUCTION

# Who is Stefanie Goh?



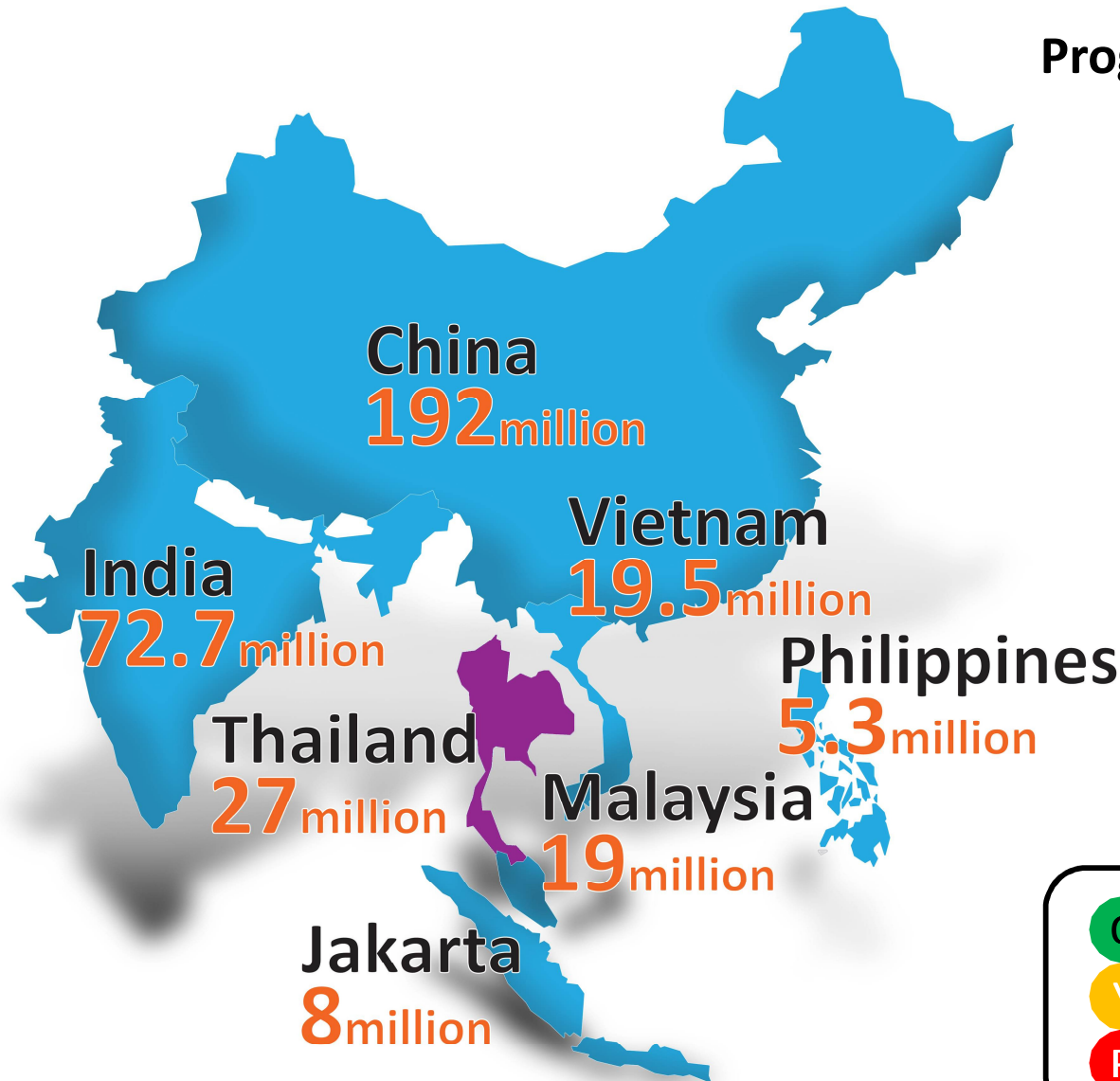
- Joined MIKOH in January 2009
- Previous experience in marketing communications in financial services and aviation logistics
- Leveraging off my sales account management network in the Asia Pacific region
- Educated in Singapore, Canada and Australia
- Singapore citizen

# OBJECTIVES

- Development of AVI Business in Asia
- Managing Thai EVR project
- Liaison between clients and partners
- Secure one new market every 12 to 18 months
- Build brand equity in MIKOH as the leading supplier of AVI products
- Develop and strengthen existing partnerships
- Build new partnerships that benefit MIKOH
- Ensure the proliferation of expanded AVI applications

# **MIKOH'S AVI MARKET**

# POTENTIAL NEW MARKETS



*Vehicle  
population in  
markets of  
interest*

## Progress

## Country



Cambodia



China



India



Indonesia



Malaysia



Philippines



Vietnam



HOA Contract Signed



Discussions underway



Yet to establish relationships

# COMMON ISSUES ACROSS MARKETS



- Many issues are faced in developing countries due to:
  - Rapidly growing populations
  - Changing economics
  - Inappropriate infrastructure management
  - Fraud (unregistered or non compliant vehicles)



# COMMON ISSUES ACROSS MARKETS

- Congestion and pollution from vehicle population growing faster than infrastructure
- Unregistered & non-compliant vehicles
- Poor road safety measures & uninsured motorists
- Poor traffic management

# STRATEGY

# STRATEGY OVERVIEW FOR ASIA

Growth Through Asia will be dictated by a number of factors:

- Government policy and infrastructure expansion
- Early adoption of new technology
- In-country partner availability

# BARRIERS TO ENTRY

- Lack of understanding of Passive UHF RFID technology
- Weak government and corruption
- Underdeveloped infrastructure
- Competitors who are able to fund the introduction of their technology
- Limited marketing budget

# OVERCOMING BARRIERS TO ENTRY

- Thai EVR is an effective case study for use of Passive UHF RFID for EVR / AVI
- Find local partners with strong government contacts
  - Have equity in local partners
- Use PPP model to fund AVI (BOOT is also an option)
- Work with industry associations that influence road policies such as the IRF
- Leverage on international initiatives such as the UN's Global Road Safety Partnership program

# SUMMARY

# OBJECTIVES AT-A-GLANCE

- Potential market of 316.5 mil vehicles
- Forming partnerships with local companies with strong ties to government to offer a one-stop AVI/EVR solution
- Securing one new EVR contract every 12 to 18 months
- Leveraging on industry policy makers & global initiatives to make our case for EVR
- Improve road safety, traffic management and vehicle compliance

**THANK YOU**