

List of Figures

Figure 1.1	Net Foreign Direct Investment Inflows in ASEAN	2
Figure 1.2	Share of FDI Net Inflows in ASEAN (2007–2009)	2
Figure 1.3	Share of FDI Net Inflows in ASEAN (2011–2013)	3
Figure 3.1	Sample Composition by Home Country	12
Figure 3.2	Distribution of Local Subsidiaries by Host Country	12
Figure 3.3	Degree of Involvement of IP Division	14
Figure 3.4	Degree of Involvement of IP Department by Home Country	14
Figure 3.5	Factors Considered Before Expanding to ASEAN	16
Figure 3.6	Problems Faced After Establishing Local Subsidiaries	17
Figure 3.7	Issues Faced by CN/JP/KR Companies Before and After Expansion	18
Figure 3.8	Issues Faced by EU/US Companies Before and After Expansion	19
Figure 3.9	Considerations Given to the IP System Before Establishing Subsidiaries	20
Figure 3.10	Considerations Given to the IP System After Establishing Subsidiaries	21
Figure 3.11	Considerations of CN/JP/KR Firms of the IP System Before Establishing Subsidiaries	22
Figure 3.12	Considerations of EU/US Firms of the IP System Before Establishing Subsidiaries	22
Figure 3.13	IP System Issues Faced by CN/JP/KR Firms After Establishing Subsidiaries	23
Figure 3.14	IP System Issues Faced by EU/US firms After Establishing Subsidiaries	23
Figure 3.15	Specific Matters Concerning Patent Rights	26
Figure 3.16	Specific Matters Concerning Trademark	26
Figure 3.17	Specific Matters Concerning Design Patent	27

Figure 3.18	Specific Matters Concerning Utility Model Patent	27
Figure 3.19	Specific Matters Concerning Copyright	28
Figure 3.20	Specific Matters Concerning Other IP-Related Systems	28
Figure 3.21	Comparison of Specific Matters Concerning Patent Right	29
Figure 3.22	Comparison of Specific Matters Concerning Trademark	30
Figure 3.23	Comparison of Specific Matters Concerning other IP-related Systems	30
Figure 4.1	Factors Considered by Host Countries Before Expansion	34
Figure 4.2	Problems Faced by Host Countries After Establishing Subsidiaries	35
Figure 4.3	Consideration of the IP System by Host Countries Before Establishing Subsidiaries	36
Figure 4.4	Consideration of the IP System by Host Countries After Establishing Subsidiaries	36
Figure 4.5	Patent-Specific Issues	37
Figure 4.6	Trademark-Specific Issues	38
Figure 4.7	IP-Related System	39
Figure 5.1	Involvement of IP Department	43
Figure 5.2	Factors Considered Before and After Expansion to ASEAN	44
Figure 5.3	Consideration of the IP System Before Establishing Subsidiaries	46
Figure 5.4	Consideration of the IP System After Establishing Subsidiaries	46
Figure 5.5	Patent-Related Issues	48
Figure 5.6	Trademark-Related Issues	49
Figure 5.7	Design Patent–Related Issues	50
Figure 5.8	Utility Model Patent–Related Issues	51
Figure 5.9	Copyright–Related Issues	52
Figure 5.10	Issues Concerning IP–Related Systems	53
Figure 5.11	Trend of New Establishments and Withdrawals in ASEAN	54

Figure 5.12	Average Sales of Existing Subsidiaries in ASEAN	55
Figure 5.13	Correlation between the Withdrawal Rate and Importance of Know-how-related Issues	56
Figure 6.1	Determinants for Expansion to ASEAN Countries by Chinese Companies	63
Figure 6.2	General Perception of IP-Related Factors	65
Figure 6.3	Involvement of IP sectors	66
Figure 6.4	Situation of Invention Patents	68
Figure 6.5	Situation of Trademark	70
Figure 6.6	Situation of Design Patent	71
Figure 6.7	Situation of Utility Model Patent	72
Figure 6.8	Situation of Copyright	73
Figure 6.9	Other IP-Related Systems	74
Figure 7.1	Type of Activities	78
Figure 7.2	Type of Establishment	78
Figure 7.3	ASEAN Countries where Subsidiaries Operate	78
Figure 7.4	Determinants Considered Before Expansion to Country 1	79
Figure 7.5	Issues Faced After Expansion to Country 1	79
Figure 7.6	Determinants Considered Before Expansion to Country 2	80
Figure 7.7	Issues Faced After Expansion to Country 2	80
Figure 7.8	Determinants in Expansion Plan to Country 3	81
Figure 7.9	Perception of IP System Before Expansion to Country 1	82
Figure 7.10	Issues of IP System Faced After Expansion to Country 1	82
Figure 7.11	Perception of IP System Before Expansion to Country 2	83
Figure 7.12	IP Issues Faced After Expansion to Country 2	83
Figure 7.13	Planning to Establish Subsidiary in Country 3	84
Figure 7.14	Specific Patent Matters Considered Before Establishment in Countries 1 and 2	85

Figure 7.15	Specific Patent Issues Faced After Establishment in Countries 1 and 2	85
Figure 7.16	Specific Trademark Matters Considered Before Establishment in Countries 1 and 2	86
Figure 7.17	Specific Trademark Matters Faced After Establishment in Countries 1 and 2	86
Figure 7.18	Specific Design Patent Matters Before Establishment in Countries 1 and 2	87
Figure 7.19	Specific Patent Issues Faced After Establishment in Countries 1 and 2	88
Figure 7.20	Specific Utility Patent Matters Before Establishment in Countries 1 and 2	88
Figure 7.21	Specific Utility Patent Issues Faced After Establishment in Countries 1 and 2	89
Figure 7.22	Specific Copyright Matters Considered Before Establishment in Countries 1 and 2	90
Figure 7.23	Specific Copyright Issues Faced After Establishment in Countries 1 and 2	90
Figure 7.24	Specific IP Factors Before Establishment in Countries 1 and 2	90
Figure 7.25	Specific Issues Faced After Establishment in Countries 1 and 2	91
Figure 7.26	Thailand 1	92
Figure 7.27	Indonesia 1	92
Figure 7.28	Malaysia 1	93
Figure 7.29	Singapore 1	93
Figure 7.30	Viet Nam 1	94
Figure 7.31	Thailand 2	95
Figure 7.32	Indonesia 2	95
Figure 7.33	Malaysia 2	96
Figure 7.34	Singapore 2	96
Figure 7.35	Viet Nam 2	97

Figure 7.36	Thailand 3	97
Figure 7.37	Indonesia 3	98
Figure 7.38	Malaysia 3	98
Figure 7.39	Singapore 3	99
Figure 7.40	Viet Nam 3	99
Figure 7.41	Thailand 4	100
Figure 7.42	Indonesia 4	100
Figure 7.43	Malaysia 4	101
Figure 7.44	Singapore 4	101
Figure 7.45	Viet Nam 4	102
Figure 7.46	Thailand 5	102
Figure 7.47	Indonesia 5	103
Figure 7.48	Malaysia 5	103
Figure 7.49	Singapore 5	104
Figure 7.50	Viet Nam 5	104
Figure 7.51	Thailand 6	105
Figure 7.52	Indonesia 6	105
Figure 7.53	Malaysia 6	106
Figure 7.54	Singapore 6	106
Figure 7.55	Viet Nam 6	107
Figure 7.56	Thailand 7	107
Figure 7.57	Indonesia 7	108
Figure 7.58	Malaysia 7	108
Figure 7.59	Singapore 7	109
Figure 7.60	Viet Nam 7	109
Figure 7.61	Thailand 8	110

Figure 7.62	Indonesia 8	110
Figure 7.63	Malaysia 8	111
Figure 7.64	Singapore 8	111
Figure 7.65	Viet Nam 8	112
Figure 7.66	Extent to which IP Sectors Get Involved in Decision-making	113
Figure 8.1	IP System Considerations Before and After Establishment	119
Figure 9.1	Surveyed Companies Classified by Industry	123
Figure 9.2	Level of IP Division's Involvement in Deciding to Expand	137
Figure 10.1	IPR- and IP System-Related Factors Considered in Deciding on Subsidiary Establishment	152
Figure 10.2	The Most Important Intellectual Property Subject Matters	153
Figure 10.3	Determining Aspects of the Trademark System for Establishing Subsidiaries in ASEAN Countries	154
Figure 10.4	Determining Aspects of the Patent System in Establishing New Subsidiaries in ASEAN Countries	155
Figure 10.5	Determining Aspects of the Copyright System in Establishing Subsidiaries in ASEAN Countries	155
Figure 10.6	Determining Aspects After Establishing Subsidiaries in ASEAN Countries	156
Figure 11.1	Number of Companies by Sector	163
Figure 11.2	Extent to which Patent Is Considered Before Establishing Subsidiaries	168
Figure 11.3	Extent to which Trademark Is Considered Before Establishing Subsidiaries	169
Figure 11.4	Extent to which Design Is Considered Before Establishing Subsidiaries	169
Figure 11.5	Extent to which Copyright Is Considered Before Establishing Subsidiaries	170
Figure 11.6	Extent to which Trade Secret and Know-how Are Considered Before Establishing Subsidiaries	171
Figure 11.7	Patent-Related Matters Considered Before Establishing Subsidiaries	172

Figure 11.8	Trademark-Related Matters Considered Before Establishment Subsidiaries	173
Figure 11.9	Design-Related Matters Considered Before Establishing Subsidiaries	174
Figure 11.10	Copyright-Related Matters Considered Before Establishing Subsidiaries	174
Figure 11.11	Specific Matters Related to Trade Secret, Know-how, and IP that Are Considered Before Establishing Subsidiaries	175
Figure 11.12	Degree of Involvement by Parent Company in Deciding to Expand Overseas	176
Figure 11.13	Extent to which Trademark Issue Is Faced After Establishing Subsidiaries	177