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## Case Study

# Regulatory Environment Assessment

## Water Treatment Products in Selected Asia Pacific Markets

### Client

A multinational manufacturer of water treatment products, our client had developed a wide range of products for North American and European markets. Seeking to expand into growth markets in the Asia Pacific region, they sought to identify countries in the region where current or future regulations would exist, stipulating the use of water treatment products similar to those manufactured by our client.

### Geographic Scope

The Asia Pacific countries involved in the study included:

- a) China
- b) India
- c) Indonesia
- d) Malaysia
- e) South Korea
- f) Taiwan
- g) Thailand

### Objectives

1. To identify the countries in the Asia Pacific where there currently existed regulations stipulating the use of water treatment products similar to those manufactured by our client.
2. To identify the countries in the Asia Pacific where future regulations would be introduced, stipulating the use of water treatment products similar to those manufactured by our client.
3. To obtain comprehensive insight from relevant government officials and industry associations in each country regarding the current and future trends pertaining to water treatment regulations.

### Methodology

Involved a combination of secondary and primary research to obtain the required information.

#### 1. Secondary Research:

- Was initially undertaken amongst 14 countries in the Asia Pacific region to identify the most suitable countries to investigate in detail for our client.
- Of the selected countries, more detailed research was undertaken to gain an initial understanding of the regulatory environment. It also assisted in enabling the identification of interviewees for primary research.
- Sources in each country included:
  - a) Government legislation
  - b) Published Government reports
  - c) Published industry reports
- Around 20% of the overall information was obtained through this stage.

#### 2. Primary Research:

- Involved identifying appropriate organizations and individuals in each of country to engage in in-depth, face-to-face interviews with our consultants.
- Organizations and individuals interviewed covered all participants involved within the industry in each country, including:
  - a) Government Officials
  - b) Regulatory Bodies
  - c) Trade Bodies
  - d) Industry Associations
- Around 80% of the overall information was obtained through this stage.

## Results

Highlights included:

- The project was completed in 5 weeks.
- All of our client's objectives were met.
- We have subsequently undertaken a further engagement in the Asia Pacific for our client as they decided to expand into several countries in the region. This was a detailed market opportunity analysis project involving market sizing, competitor profiling, customer needs assessment and channels and distribution structure mapping.

## Client Actions

Our client attributes the results of this study, to their subsequent ability to:

- Identify and prioritize which countries were most suitable to consider entering.
- Investigate in greater detail the most suitable countries they were considering to enter.
- After completion of the additional detailed market opportunity analysis project, our client has now successfully entered 4 countries with plans to enter a further 2.

### About IBI Partners

IBI Partners are one of the largest independent firms in the Asia Pacific specializing in business intelligence research and consulting.

Our expertise is on undertaking business-to-business research and consulting projects across the Asia Pacific region. We help our clients to understand the markets in which they operate and to assist in solving business and marketing problems, particularly those that are complex or unfamiliar.

We have specialist expertise in all the major industry sectors, enabling us to work in close partnership with our clients and provide individual solutions.

**For more information on IBI Partners, please contact:**

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