

TRANSASIA BUSINESS NEWSWIRE

Vol: 1 / Week 1/ March / 2006



World Markets

- ❑ Indexes - World
- ❑ Indexes - US
- ❑ Currency updates & comparisons

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- ❑ Future of the global business: Vol.1
- ❑ 14 Great Ways To Market

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World Market Indices (Between Feb 27,06 & Feb 28,06)

	Index	Change	% Change	Level
Europe				
Belgium	Bel 20	-26.71	-0.68%	3,875
Europe	DJ Stoxx	-17.5	-0.50%	3,503
	Euronext 100	-6.81	-0.78%	871
	Euronext 150	-5.13	-0.33%	1,573
	CAC	-29.55	-0.58%	5,051
France	SBF 120	-20.54	-0.56%	3,656
	DAX	-39.89	-0.67%	5,875
Germany	MD AX	-32.34	-0.38%	8,418
	AEX	-4.25	-0.91%	463
	BRIX	0.06	0.00%	3,745
Norway	OSE Industry	-1.52	-0.09%	295
	OMX	-9.24	-0.91%	1,006
Sweden	OMSX All Share	1.8	0.56%	324
	FTSE 100	-35	-0.60%	5,841
UK	FTSE All Shares	-15.47	-0.52%	2,979
	FTSE Eurotop	-15.91	-0.55%	2,889
	Pacific			
Australia	ASX 100	-5.8	-0.14%	4,001
	ASX All Ords	-1.7	-0.03%	4,881
	ASX Mid-cap 50	-17.3	-0.36%	4,794
Far East				
Hong Kong	Hang Seng	-31.41	-0.20%	15,918
	HSCC Red Chip	-10.47	-0.49%	2,126
Japan	Nikkei 225	12.48	0.08%	16,205



US Market Indices (As on Morning of Feb 28,06)

Index	Change	%Change	Level
Dow	1	0.01%	11,096
S & P	-1.9	-0.15%	1,292
NASDAQ	1.5	0.09%	1,697
Russell 2000	4.03	0.55%	741
NYSE Comp	13.64	0.17%	8,140
AMEX Composite	-1	-0.05%	1,840
10 Yr. Note	0.23	0.05%	
Gold	-4.2	-0.75%	557
NYMEX Crude	-1.91	-3.13%	61

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Currencies (On Feb 28, 06)

Currency	Current Rate		Last Year		Last Month		Last Week		Previous Day
EUR/USD	1.1858		-10.47%		-2.77%		-0.64%		-0.20%
EUR/GBP	0.681		-1.20%		-0.64%		-0.75%		0.01%
EUR/JPY	137.895		-1.15%		-2.96%		-2.12%		-0.69%
EUR/CHF	1.5647		1.66%		0.85%		0.02%		-0.01%
GBP/USD	1.7417		-9.24%		-2.13%		0.06%		-0.25%
USD/JPY	116.306		10.41%		-0.18%		-1.54%		-0.53%
USD/CHF	1.3198		13.55%		3.73%		0.64%		0.15%
USD/CAD	1.1476		-7.37%		-0.16%		-0.43%		-0.12%
GBP/JPY	202.549		0.05%		-2.33%		-1.43%		-0.78%

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Asia Pacific

CHINA

■ The Chinese advance has revamped the Africa's investment and trade pattern in the recent years. Till recently China was a tail ender in Africa but now its establishing a position as Africa's top commercial partner behind US and France, China's interests in Africa can be platinum, Crude from Angola, copper From Zambia, timber from Congo, iron ore from South Africa

■ Construction Bank, the country's third-largest lender says that it is keen to make acquisitions in Hong Kong and abroad after raising US\$9.2 billion in a blockbuster IPO last year.

■ Chinese regulators are planning a policy change that could trip up foreign banks in China just when they are being granted fresh rights to expand

BANGLADESH

■ With measles the fifth leading cause of death among children under five years of age in Bangladesh, the Government with international supporters, will launch the largest-ever vaccination campaign for around 34 million children,

THAILAND

■ Thailand has banned imports of live poultry from European Union countries hit by the lethal H5N1 bird flu virus. The 90-day ban applies to seven EU nations including France, Germany and Italy, Bulgaria, Romania, Austria and Slovenia where the deadly strain has been found in wild birds. Thailand, which is one of the world's biggest exporters of poultry, imports breeder chickens from Europe.

MALAYSIA

■ PRIME Minister A.A Badawi says that he would wait for a report of the Internal Security Ministry before commenting on the action to be taken against the New Straits Times newspaper over a cartoon published by it that has been criticized for mocking Muslim anger over recent published caricatures of Prophet Muhammad.

INDIA

■ India's federal health ministry said the country had no confirmed human cases of avian influenza as of now



Asia Pacific

INDONESIA

Indonesia is moving in the right direction with the economy having stabilized and beginning to pick up - but the country has to move quickly to shore up investor confidence if it is to compete with the likes of China and India,

JAPAN

Japan suffered its first monthly trade deficit in five years last month as demand for its exports softened, especially in China and other Asian markets, also yen was reported to gain against the US dollar and euro. Japan till now had been keeping interest rates at almost zero to fight deflation also Japanese investment in Russia rose to USD 53 Billion

Europe

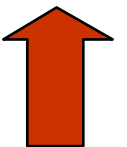
EUROPEAN UNION

EU agriculture ministers have formally adopted a radical reform of the EU sugar sector, which will come into force on July 1. EU agriculture ministers reached political agreement in November last year on the reform of the sugar subsidy system, which has remained largely unchanged for almost 40 years. The package will slash prices guaranteed to EU farmers by 36 percent and make \$7.4 billion in aid available to growers and refiners over the four years during which the reform is phased in.

The opening of Europe's energy markets to competition has triggered a wave of consolidation in a sector already considered too concentrated by EU regulators, With the opening of the markets, big electricity companies will lose market share in their countries and will look to get more elsewhere

BOSNIA-HERZEGOVINA

The economy of Bosnia-Herzegovina continues to expand though slower compared to the previous year, as progress on structural reforms slowed and higher international prices for oil and natural gas. Overall a good business scenario for future business.



Europe

MOLDOVA

■ The specialized UN agency dedicated to eradicating poverty and hunger in rural areas of developing countries, has given the Republic of Moldova a loan for \$13 million To help fund a 5-year economic development plan, the program would help create new markets and jobs in the country's rural areas, and enable poor farmers to move into more productive farm and non-farm activities. The agricultural sector, including production and food processing, employs about 42 per cent of the country's labor force. But production levels are currently less than half of what they were before the break-up of the Soviet Union.

POLAND

■ Poland's conservative president Lech Kaczynski in an interview said that he believes his country should put off joining the euro as long as possible because he fears entering the single currency will lower Poles' standard of living. according to him the introduction of the euro in Poland today would inevitably cause a surge in prices.

Middle East & North Africa

IRAQ

■ Finland has signed an agreement to forgive 80 percent of its \$250 million Loans to Iraq as part of a debt relief package agreed by Paris Club countries in 2004. Iraq's ambassador to France signed the deal in Helsinki on Feb. 15, it said in a statement, making Finland the 14th Paris Club member to finalize a debt forgiveness agreement with Iraq. (UN News service/ Reuters)

ISRAEL

■ The Israeli cabinet agreed to immediately freeze monthly tax and customs payments that it collects on behalf of the Palestinian Authority; a day after the radical Islamic group Hamas took control of the Palestinian parliament.

PALESTINE

■ About 20,000 Palestinian students will receive a 75 per cent reduction in educational fees this semester through a program of the UNESCO



America

■ Higher energy prices lifted the government's broad inflation reading in January, as the closely watched report released Wednesday showed more upward pressure on prices than expected. However most of the inflation still restricted to the food and energy sectors. The Consumer Price Index in general increased, Food prices posted a half percent rise,

Articles

Future of the Global Business: Vol.1

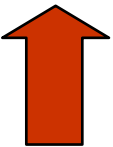
It's not surprising to see a news of few million American factory jobs vanish, the dollar declining a last few month low, gold racing past USD 560 and the trade deficit skyrocketing, people gossiping, comparing US with Rome. In America today, people are working probably more man hours than never before.

Typically an American household husband & Wife both working - with a large loan on their house these people alone, have seen their incomes fall by nearly 2% in the last two years. Their quality of life must have fallen sharply over the last generation, for they not only have less money, but they also have much less free time. This phenomenon of weakness of the economy is not in the US alone. Most of the world's developed economies are being facing the same problem for the last couple of years which is because of the intense competition which the developing countries have stranded them with. It is common to see some developing countries with a much higher GDP than the US or the EU club countries.

UK & Ireland used to be affordable, these were considered Tax Friendly, Now Gradually we see the Tax laws changing for instance Irish tax laws are changing so non-Irish residents will no longer be taxed on a remittance basis but on the basis global income.

France, Paris boasts today one of the most difficult tax regimes in the world though the country continues to remain romantic, sexy, historic

Business scenario is changing faster than ever before, the loci of businesses are shifting, cost of production on the same globe have become as different like day & night, what will be the future of business in the months & the years to come. **To gain an insight and to know more check out the next issue**



14 Great Ways to Market

We know the Markets and the amazing speed with which the global markets are changing. In our endeavors to keep our clients ahead with our Leading strategies to enable them win in the market place, we want to help you so that you can. We bring you 15 latest pieces of marketing tips which apply in today's global market. We suggest you to take a print and synergies this with your annual business plan and get set for the order fulfillment.

Check out the basics

Create appropriate marketing tools. This doesn't mean you put all your finances print catalogues, presentations, CDs and a Web site. But it does mean you need to put deep thought into the cohesive image you want to position yourself.

- 1. Focus as narrowly as possible.** Instead of trying to reach all the people some of the time, try reaching the most probable prospects many times. Imagine a funnel while doing that
- 2. Greet clients with style.** Imagine a situation when a potential client calls and your servant who does not know English answers probably, that customer will be gone before you can even technically call him a client. So upgrade yourself with professional voice-mail system so that prospects can listen to your services in your absence as well

3. Make the most of trade shows. Not necessary to buy an expensive stall every time try to share with some one after all presence is more useful than absence or at least go to the show to visit the exhibitors at least

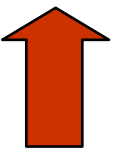
Work out the specifics

4. Offer your help and not just products and services. This will help you to be known as a good businessperson word of mouth publicity is probably the most authentic way to get fast business. If possible join a nonprofit organization a good example – “carry out a fund raising program which benefits the aged like say a cash discount card. The aged are selling them at the same time they are promoting your business.

5. Offer work samples free or offer small jobs for free. To show the potential client the quality of your work and to get them used to working with you

6. Network Join your local chamber, leads groups they'll repay you for sure.

7. Cross-promote with other businesses. Share your customers with your mafia and ask them to do so an example - If you're a medical instrument seller, hook up with a doctor,



Get on the line

8. **Chat online.** Find new sgroups that cater to your audience and multiply your contacts

9. **Offer an e-newsletter.** Again, this establishes you as an expert and is a good tool to update your community about your new products

10. **Don't wait for** customers to find you online rater push yourselves on the net Sell yourself before the product gets sold

11. **Get local news coverage.** Play up your locale as much as possible with personalized new s releases. Of course this must sound better to your local press e.g. a national contract holder for supplying eco friendly packaging

12. **Get ready for your close-up.** These days TV sound is not out-of-reach for a home based business ow ner on a budget Get yourself a cable access show . Put your ads, give aw ay something for free and publicize or carry out a contest, all this helps

Service them

13. **Say thank you: If saying it is difficult to all** at least bombard to the top 25 % of your clients w ho yield you the most sales w ith thank-you, w hether it's gifts, personal notes or dinner. Tell themthat you are made for each other

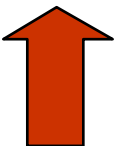
14. **Offer a guarantee.** More people w ill be w illing to try out your business and recommend your business if you offer " guarantee." .Its just assuring them that your are at the back of your product every time.

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The, list goes on until it touches every aspect of the global business. Our visitors include US & EU firms wanting to outsource processes to Indian BPOs, CEOs looking for foreign alliances, retailers looking for new whole sellers, vendors looking For new factories, factories looking for new suppliers, traffic managers looking for freight lines, Sales managers looking for buyers, European firms looking for Asian Suppliers, Global brands looking for franchises, companies seeking JVs, automotive Companies looking forward to expand, Manufacturers looking for country sales agents. Marketing managers looking for a "great place to advertise" (like here!), etc. **We offer four great ways to make you visible to our large audience club of more than 10 Million visitors who regularly see us to find a finely defined business partner**

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Trans Letter

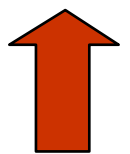
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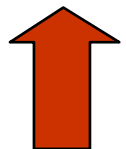
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Building & Managing Brands

Global Marketing

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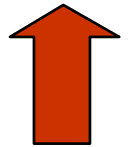
Leading Strategy to win markets

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