



Playing by Asian rules now

The need for National Engagement Strategies

Dominic Scott

Vice President, Government Affairs & Strategy, Cisco Asia-Pacific

September 2015

Key Messages

1. Asian countries are implementing new policies and plans to support local industry while demanding a new kind of engagement from foreign multinational corporations (MNCs).
2. MNCs should consider how best to ‘orchestrate’ their activities and investments to align to the national and regional priorities of Asia by leveraging the concept of Shared Value.
3. Asian governments should think about how best to leverage MNCs’ global and local expertise to address key economic and social challenges.

Cisco's Story - We started by defining our Role in Asia

Innovative technology, such as IoE, will play a transformational role in enabling a Digital Asia and unlocking economic growth, job creation and productivity

Cisco is committed to partnering with government, business and the local communities and countries of Asia-Pacific to ensure that the potential benefits of innovative technology are maximized for all



How Cisco Brings Value to Countries Where We Operate



Supply Chain

- R&D
- Manufacturing
- Components
- Partnerships



Inbound Investment

- Investments
- Seed Funding
- Acquisitions



Business Creation

- Partnerships with local business and eco-system



Social Innovation

- Education
- Jobs/Skills
- Healthcare
- Community



Technology and Business Innovation

- R&D
- Innovation Centers
- Financing



Human Capital Development

- Jobs/Skills
- Leadership
- Diversity

Trust and Transparency

Government Engagement and Public/Private Partnerships

Product and Services

Corporate Presence

Lessons Learned

1. Shifted our thinking - understood how best to align our initiatives to national and regional priorities as well as Cisco business priorities
2. Put in place a structured process - supported by cross-functional teams at the local and regional level to orchestrate our efforts more effectively
3. Developed a structured holistic communications framework - targeting key stakeholders
4. Established metrics - for tracking success of our national engagement initiatives



CISCO

TOMORROW starts here.