

# LAC Asia Academy for Business

Strategic knowledge for organisations doing business in or with Asia.

## The world is shifting towards Asia.

Within the next 10 years, the region will be responsible for almost 60% of the global GNP. At the same time, the international order is changing rapidly: geopolitics, trade, technology and security are getting more and more intertwined. For European companies, this has one crucial implication: knowledge of Asia is not a luxury anymore, but a **strategic necessity**.



## Who are we?

The **Leiden Asia Centre (LAC)** helps companies understand and anticipate on the complex reality of Asia. The Leiden Asia Centre is the only knowledge institute in the Netherlands that exclusively focuses on the latest developments in East-, South- and Southeast Asia. We show the **implications and impact** of geopolitical developments on technology, energy and supply chains.

The Leiden Asia Centre combines academic insight, regional expertise and practical relevance in **LAC Asia Academy for Business** - a knowledge platform that prepares leaders and professional for doing business in the world's most dynamic region.

## What we offer:

### Boardroom Briefings



Short, intensive sessions on management level. Our experts relate geopolitical, economic and legal trends to concrete business implications. The sessions can target a specific region or sector.

### Tailored Trainings



Interactive, multi-day programmes developed together with your organisation. Focused on specific markets or themes - from geopolitics and cybersecurity to green technology and market access.

### General Trainings



Compact presentations with Q&A about the latest developments in Asia. Ideal for smaller organisations or teams that wish to gain quick insight in recent trends and risks.

### Access to Expertise



Our experts from the Netherlands and beyond combine academic profundity with practical experience. They speak the region's language, understand its culture and they translate knowledge to useful insights for business.

# Why now?

**The Asian region is not only economically leading, but it is also the stage of growing geopolitical tension.**

- ! China, India and the ASEAN countries are becoming key players in trade, technology and energy.
- ! Political relations within the region influence global markets and supply chains.
- ! Organisations that understand how Asia thinks, decides and acts have a head start in strategy, partnerships and risk management.



**LAC Asia Academy for Business offers the necessary knowledge and context to make calculated decisions in this changing world.**

## Why organisations choose the Leiden Asia Centre



- **Deep insight, no 'consultancy language'**  
Instead of management models we deliver fundamental understanding of the powers shaping the business landscape in Asia.
- **Regional depth and international perspective**  
Our experts know the local dynamics of China, India, Japan, Korea and Indonesia and apply these to a global context.
- **Direct link to policy**  
Through our collaboration with the government and European institutions you receive insight in policy developments relevant to your strategy.
- **Academic quality, practical applications**  
Scientific analyses are converted to concrete points of action for your organisation.
- **Interactive approach**  
Each session is dynamic and structured around discussion and reflection, guided by an experienced moderator. Participants are actively involved and get challenged to translate insights to their own practice.

**Let's collaborate**

**We are happy to start a conversation and develop a programme together that corresponds to your knowledge needs and strategic goals.**