

### Global Fleet Summit APAC 2021 – It's a wrap!

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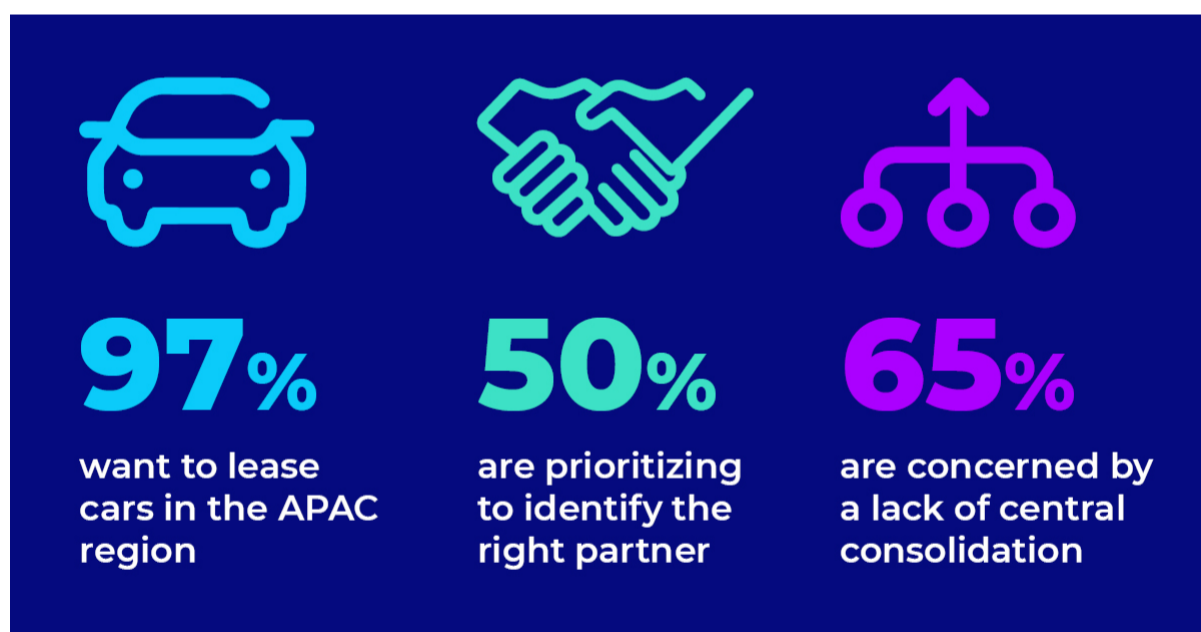
For the ones who did not have the opportunity to participate to the event, and even for those who did, it's time to share key takeaways and replay videos.

## We asked, you answered

The answers of the polls have been very insightful. Indeed, a staggering 97% of the participants have declared wanting to lease cars in South East Asia. And for half of them, their priority in the region is to identify the right partner. Jeremy Cleary, Regional CCO South East Asia, confirms: "These markets are ready for leasing, ALD MUL is the right growth partner: we're there to remove complexity and help our customers to optimize their fleet management processes across the world."

When asked what concerns they might have on leasing in APAC, 65% of the respondents answered with a "lack of central consolidation", before the lack of transparency and the lack of consistency in the products. Indeed, Asia is complex and, consequently, corporate clients are finding it more difficult to consolidate their supplier base and grasp those benefits.

The answers to these polls are providing good insights to ALD MUL, in order to better understand their clients' needs and concerns, and thus to better serve them.



## Welcome video

Thierry Faure, ALD's Head of Global Sales & Client Relations, was happy to welcome participants to the event. Watch his speech!

## Webinars

Discover below a sum-up of each webinar, with key takeaways and replay videos.

### Getting your funding strategy right in Asia: Misconceptions around buying vs. leasing explained

Jeremy Cleary, Regional Chief Commercial Officer South East Asia at ALD MUL Mobility Services, takes a closer look at how leasing can drive simplification and deliver value for corporates and fleet managers throughout the region.

There are 3 key takeaways that you should keep in mind:

- The time is right to re-assess your funding strategy and consider to move to leasing

- Cash is a scarce and precious resource that has a cost when assessing outright purchase cashflows
- Outsourcing risk, administrative tasks and funding enable simplification and savings for your company

### **The cost of finance in a changing APAC economy**

For many years the Asian region has had a thriving economic growth although differences in market maturity come with differences in economic pace. Bei Xu, Asia Economist at Société Générale is discussing about the volatility of the economic situation in #APAC that you should keep in mind, when entering this market.

There are 3 key takeaways that you should keep in mind:

- Emerging Asia enjoys great long-term growth potential but has to deal with short-term challenges induced by the Covid crisis.
- The economic resilience depends on effective virus containment, ample policy scope, sufficient external buffer, high level of digitalisation, decent exposure to China's demand and young population.
- Some countries are better positioned than others.

### **Ensuring customer satisfaction and managing fleet and mobility expectations in APAC**

Fleet and mobility managers expect solutions that are efficient, user-friendly, cost effective and safe. The Asian customer is not necessarily looking for the same proposal as their colleagues in other parts of the world. And the current service offering doesn't completely match the expectations of APAC fleet and mobility managers. In this context, how to cater for the fleet and mobility managers in the region and what are their KPIs?

With Sujit Reddy, General Manager at ALD MUL Mobility Services and the 2 other founding partners are sharing their view to answer this strategic question.

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**You can access all the replay videos of the event by [clicking here](#)**

**Read the article "10 Take-Aways from the Global Fleet Summit APAC 2021" from Fleet Europe by [clicking here](#)**