

# OPEN SOURCE & OPPORTUNITIES AND CHALLENGES FOR ENTREPRENEURS IN ASIA



# My background

- Nokia 1995-2002 (Japan, US, Finland)
- Nomovok 2002-present (Open Source)
- Working extensively with Asian companies since '98
  - Japan/South Korea/Taiwan/China
  - All related to OSS

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# Asia – How to define & what to know

- Difference - most common nominator in many ways
- Working hard - working smart
- Catch up game
- Hardware thinking
- Open Source problematic



# Open Source in Asia

- Open Source developers are the same every where
- Model and motivation a bit different
- Companies are the diff – not developers

# Lead - Not to Lead

- Name the global Asian software companies
- Name the global Asian hardware companies
- Name global software leaders
- Any changes?



# The Network

- The most important thing
- Cannot change the interface / long term expected
- Family island example
- Introduction and scratching back
- Titles we trust no

# Localize Yourself ??

- Really important to understand the diff
- Japan vs. China
- southkorea incorporated
- Western legacy in Taiwan



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# Make yourself needed

- Best competitive advantage
- IP based - yes  
sometimes/someplaces
- Expertise based, one step  
ahead always

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# Contracts

- No need for contracts vs. beginning of a relation
- Longer payment times
- Managing risks (China)
- Never ending stories – consider yourself warned



# Opportunities

- OSS going main stream everywhere
- Stay away from app level
- Brand your OSS expertise from elsewhere
- Get yourself networked - now
- Get local partners through network
- Understand the difference



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**Kiitos!**

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