

THE  
PACIFIC  
RIM <sup>IN THE</sup> 21<sup>st</sup>  
CENTURY

Alliances and Collaborations  
in the Asia-Pacific

---

WITH AN INTRODUCTION BY

**Dr. Mahathir Mohamad**  
Prime Minister of Malaysia

# CONTENTS

## PREFACE

The Pacific Rim in the 21st Century

*Mirzan Mahathir*

## INTRODUCTION

Alliances and Collaborations within the Pacific Rim

*Mahathir Mohamad*

- 1 Forging Successful Strategic Business Alliances 1  
*Michael Yeoh*
- 2 Southeast Asia in the Pacific Rim Century 3  
*George Yeo Yong-Boon*
- 3 Opportunities for the Transfer of Technology in the Pacific Rim 11  
*William F. Miller*
- 4 Multicultural Management: New Skills for Global Success 15  
*Farid Elashmawi*
- 5 Partnership for Profit: Structuring and Managing Strategic Alliances 19  
*Oded Shenkar*
- 6 Malaysia: Asia's Profit Centre 23  
*Malaysian Industrial Development Authority*
- 7 Australia: Moving Towards Asia 31  
*Peter Pond*
- 8 Collaboration for Success in the Pacific Rim Decade 39  
*Peter Cook*
- 9 Canada's Trade and Investment Interests in the Pacific Rim 45  
*John David Mulroney*
- 10 Mexico: Strategic Alliances for Prosperity 51  
*Jose Landa*
- 11 Energy, Plastics, Chemicals and the Environment 61  
*Eric B. Fable*
- 12 Electronics and Software Engineering 65  
*Kenneth Goldstein*

Contributors 71

Acknowledgement 73