The Roles Of Chinese Family Business in Corporate Consulting Area on South East Asia.

The pushing machine of growth in South East Asia—which is currently the greatest in the world is caused by family companies of China. For instance, in Thailand they represent only 10% of the whole Thai inhabitants, but they control about 81% of all private sector capitals. In Indonesia the Chinese people, that are only 3.5% of total Indonesians lead about 73% of private companies registered at stock market (Weidenbaum/Hughes 1996). The trend expert, John Naisbitt, assumes that they are the “most successful businessmen in the world”, and has opinion that they are going to “raise the Asian continent to become a world dominant economic power”.

They become famous of running business form of “Chinese Family Business”. More than 55 million of Chinese people in Asia live outside their country, the People's Republic of China. They are collectively called with the terms of Overseas Chinese, Chinese Ethnic, Foreign Chinese or Chinese beyond the Land. These Overseas Chinese are the trading elite spreading over all South East Asian Countries.

In conformity with the fast Asian economic growth, particularly, those consulting companies operating across the world increase their activities in Asia. Recently, many representatives are opened in South East Asia (for example Gemini Consulting in Singapore, Roland Berger in Kuala Lumpur). Their clients are normally joint companies conducting international activities, where the main characteristics are, on the one side, to make sales of their consulting services easier, and on the other side to make it easier to apply the consulting concepts already standardized in the west countries, as well as authorized procedures. Some overseas Chinese, however, who are economically potential and like to emerge, are the interesting clients keep growing for the company consultants. Some company consultants directionally analyze the development as well as procedures of the Chinese family companies, especially the big ones.