

**FAST FACTS****Innovative Asia: Advancing the Knowledge-Based Economy**

1. Asia is expected to be the fastest-growing consumer market over the next decade with consumers in the region accounting for 42% of global middle-class consumption in 2020 and 59% in 2030.
2. In Asia alone, there are almost 9 mobile phones for every 10 people. With 3.5 billion mobile subscriptions, consumers in Asia and Pacific now account for more than half of the world's total mobile service market.
3. By 2015, 40 countries, including India and Indonesia, will have more people with mobile device access than electricity at home, with data traffic from wireless and mobile devices exceeding wired data traffic as early as 2018.
4. Mobile phones can be a key instrument for financial inclusion through mobile money for an estimated 2.5 billion people globally without bank accounts.
5. In 2011, information and communications technology accounted for nearly a quarter of developing Asia's exports, over twice the global average, and between 2001 and 2010, information technology (IT) services spending in Asia doubled.
6. Studies show that a 10 percentage-point increase in mobile phone penetration leads to a 0.8 percentage-point increase in economic growth in developing countries. A similar increase in broadband connectivity leads to an increase of nearly 1.4 percentage points in economic growth.
7. The People's Republic of China (PRC) and India, have doubled their research and development (R&D) investments and increased their share of R&D in 2007-12 to nearly 20% of the world total.
8. The PRC is set to overtake the US to become the world's largest R&D investor by 2020.
9. For emerging economies in Asia Pacific, only the PRC has R&D investments equivalent to 1.5% of its GDP, and the average score of the region on the innovation subindex of the Knowledge Economy Index is nearly half the OECD average.
10. An educated, skilled workforce is crucial for a knowledge economy but by 2020 in Asia, it is estimated there will be a shortage of 38 million-40 million highly skilled (college educated) workers, a shortage of 45 million medium-skilled (secondary education) workers and a surplus of 90 million-95 million low skilled workers.
11. Of the top 10 global locations for outsourcing the delivery of IT, BPO and voice services, 7 were in Asia in 2011.
12. Cloud computing is expected to generate 14 million jobs globally by 2016, with 10 million coming from the PRC, India and the wider Asia Pacific region.
13. The PRC; Hong Kong, China; and India were among the top 10 exporters of creative goods in 2008, accounting for over 30% of total global exports.
14. Technology products targeted at the 'frugal' and mid-level consumer segment of economies have great potential with this market expected to see cumulative average growth of 10%-11% between 2010 and 2015, faster than demand for high-end products.