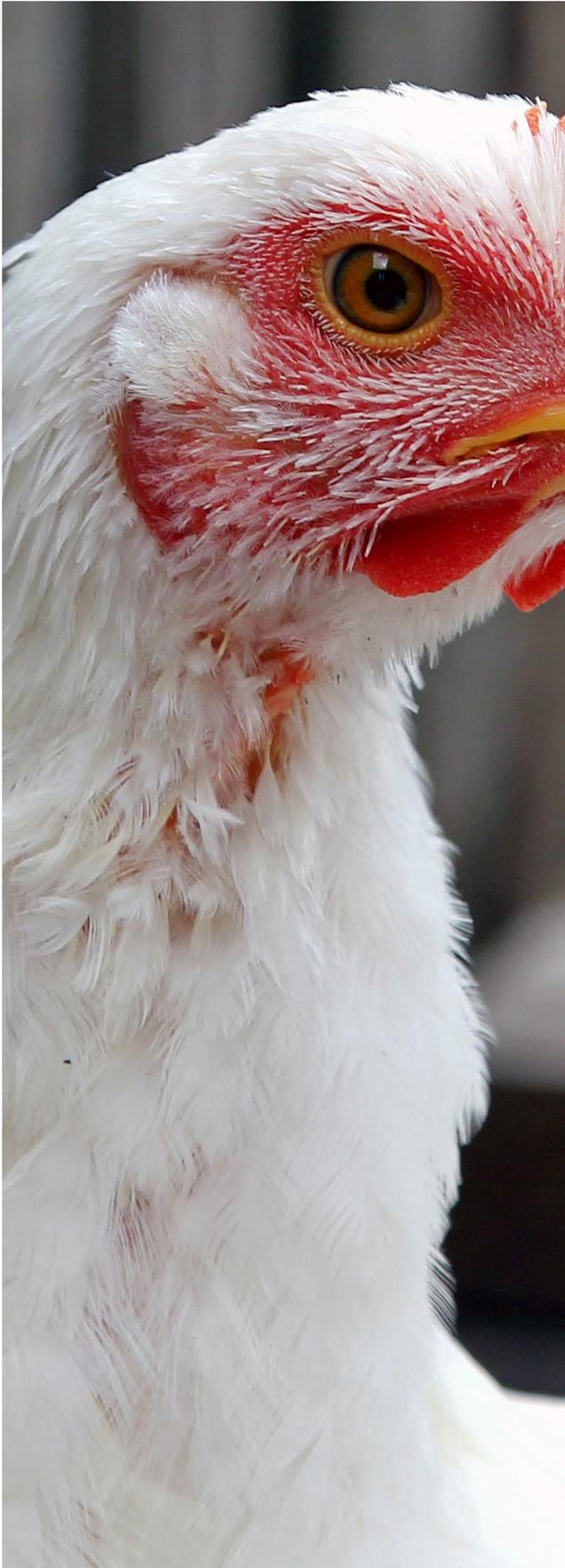




Strategic Plan

East and Southeast Asia



Regional Strategic Plan

Our regional teams are a wealth of talent, creativity, and insight into making meaningful progress in line with our global objectives. Given the cultural, economic, and political differences across regions, strategy must be set by these teams to be effective. Below we present a high-level summary of the strategic direction for our expansion into East and Southeast Asia, underpinned by more-detailed plans and their local application to our global objectives.

East and Southeast Asia

Our expansion into East and Southeast Asia has been data-driven from its inception. The country selection is based on [Farmed Animal Opportunity Index rankings](#), which indicate that after China and India, the following countries represent the greatest potential for impact: Singapore, Thailand, Malaysia, Indonesia, South Korea, and Japan. Mercy For Animals completed scoping studies for each of these countries and is now ready to begin work in the region.

Per our research, two areas of both opportunity and urgent need apply to all six of our target countries: raising public awareness and building a strong movement for farmed animals. In addition, each country has its combination of opportunities across our areas of programmatic work; some are primed for legislative work, others for corporate work.



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