



Corporate Strategy: Inside ERI's Global Playbook. What Vietnam Reveals About the Company's Next Moves

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This analysis addresses ERI's Asia expansion as a strategic response to two converging forces: a more mature U.S. operating footprint and an underdeveloped formal ITAD infrastructure across fast-growing Asian hardware markets. It examines why Japan and Vietnam offer particularly attractive entry points, how ERI's joint-venture model with established local partners reduces execution risk, and why data-center growth, electronics manufacturing and rising compliance expectations could make Asia a major source of ITAD growth over the next decade.

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