Asia's trade has soared over the past two decades. An integrated and global direct distribution business model has already been developed to ship products directly from Asia to Western and other markets along the global supply chain. In spite of their rich resources, Asian countries have not been able to utilize their vast potential due to the lack of regional connectivity and to the existence of "choke points" in Asian supply chains. An Asia-wide transport and logistics network is essential for Asian countries to get their goods to markets more effectively, but its overall progress has so far been limited. An innovative approach is needed to address the physical infrastructure as well as the nonphysical, soft infrastructure issues. This article concludes with solutions identified by Asia-Pacific Economic Cooperation (APEC).