

YOUR BRIDGE TO ASIA

We enable your software business to land and expand in Asia without wholesale investment. We ensure complete focus on Asia based opportunities, all managed with relevant cultural knowledge.

Our Four Phased Approach

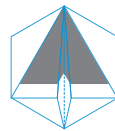


Business Strategy

As your bridge to Asia, we lay all the foundations for you to build a successful sales pipeline to qualify your market entry into Asia. Some of the things we do in this stage include:

- Identify which products are to be sold to which market in the region and analyse barriers to entry
- Assess value for each product and set regional pricing
- Assess target countries and provide commentary based on local market research
- Identify target customers and channel partners
- Advise on approach to each target countries in order to build a pipeline

Deliverable: A detailed, agreed Go-To-Market Plan



Company Incorporation






On completion of a successful business development phase your business will enjoy a strong new sales pipeline in Asia and a clear understanding of the market potential. At this stage we encourage and support our customers to take advantage of the many benefits of incorporating locally in Singapore. We facilitate this process on the ground by providing the following required services:

- Company Incorporation
- Office Address
- Employment Passes
- Nominee Directorship
- Company Secretary
- Legal Advice
- Bank Account Creation



Business Development

Business Development Services are our core product, where we provide our customers with local enterprise, sales representation and an office presence in the Asia-Pacific region. We act as your own enterprise software sales team, inclusive of email address and business cards. We build you a pipeline, a channel, a brand presence and sign your first contracts. And most importantly, we build a face to face relationship with clients.

-  Channel Development
-  Account Management
-  Ad-hoc Marketing Support
-  Direct Sales
-  Local Office

Deliverable: Regular status reports and checkpoints, tracking directly back to the mutually agreed Go-To Market plan



Business Continuity Services

Once our customers have incorporated locally with our help, the final area that Asia Market Entry provides guidance is with the transition of activities to your new team. During this phase, we advise our customers on the relocation process of their employees that will move to the region and also assist in the recruitment of local staff. Once the new team is in place, we then ensure a smooth handover of business development activities takes place in order to provide the best possible platform from which our customers can continue their growth into the Asia region.

This broadly covers the following services:

- Relocation of Permanent Staff
- New Employee Search and Selection
- Business Handover



We believe that there should be no barrier to international software and technology companies developing their business in the Asia Pacific region.

Principal Business Advisors



Steve Dawson
Managing Director



Vishmi De Silva
Business Development
& Operations Director



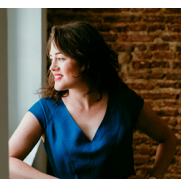
Anthony Howe
Business Development
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Development



Ciaran O'Keeffe
Business Development



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Business Development



Claire Bull
Marketing Director

Focus Sectors



Enterprise
Software, SaaS



Life Sciences
& Healthcare



Fintech



Manufacturing



Professional
Services



Telecoms
Software

TRUSTED BY



Kollektive Technologies, USA Enterprise Video Content Delivery

Kollektive Technologies are a video content delivery and network optimisation company that has been working with Asia Market Entry since early 2016. Read more about how we accelerated their market entry on our [website](#).



Extedo, Germany eRegulatory Affairs

Extedo provides regulatory information management systems to the pharmaceutical and medical industries. Learn how we helped build an ecosystem of trusted reseller and implementation partners across the region on our [website](#).



Eightwire, New Zealand

Eightwire provides enterprise data exchange and integration to Governments, financial service providers and the healthcare industry. We provide them with a local presence to scale up as the company grows across Southeast Asia and beyond. Read their testimonial on our [website](#).

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