



Asia Gateway

Market Entry
and
Business Development Services
for Australian Companies

EXPERTISE – EXPERIENCE – CONTACTS – CREDIBILITY



Bridging the Gap – Your Gateway into Asia

Technology companies looking for growth are increasingly considering business expansion into Asia – the economic growth engine of the world. The current global economic conditions are not a valid reason to put business on hold, or to delay new market entry plans. The strong growth in Asia represents an opportunity to enter attractive markets, achieve additional revenue, and to position strongly for the future.

Asian markets are increasingly viewed as a more attractive alternative in comparison to US and European markets which are known to be extremely competitive, require higher levels of investment, and are experiencing slower economic growth than Asia.

Expansion needs to be carefully planned and executed: minimising financial risk and time to market, while maximising returns from the market investment. This can be achieved by working with an experienced, local business development partner, which specializes in Asia market entry.

Ventures International is your ideal partner to help you quickly benefit from the unique Asian business opportunities. We are an international Business Development firm providing a range of value adding services that assist our clients to engage with new business partners, enter Asian markets, secure additional business funding, and to structure international business relationships – to the mutual success of our clients and their partners.

Entrepreneurs For Entrepreneurs

Our key differentiator is our team of true entrepreneurs, who collectively have extensive international experience in successfully building, expanding and exiting their businesses. This experience allows us to genuinely understand your needs, and to speak your language in a way that focuses on your individual, practical issues, rather than merely offering a standard package of services.

We are your entrepreneurial partners for providing the best solutions for your Asian market entry ambitions, and to look after your interests in all aspects of the business development process. Our specialty is our focus on selected key industries in regional markets, leveraging the extensive network of business contacts of our principals and associates.

Our services are fully eligible expenditure for Export Market Development Grants (EMDG) and COMET funding. We can assist with accessing these grants.

The Asia Opportunity – very attractive alternative markets to the US and Europe

Economic Growth - by 2020, Asia will account for 45% of global GDP and represent 60% of a total global population of 7.7 billion. In addition:

- Economic Growth Forecast for 2010 – 8.7% for Asia, 1.0% for Europe, 3.1 % for US ¹
- IT spending growth forecast for 2010 – 6% for Asia, decline of 1% for US, “flat” for EMEA ²
- Less difficult, less challenging and lower cost markets to penetrate – require less investment and funding to get started
- Singapore is acknowledged as a major “Regional Business Hub” for Asia – chosen by many global tech companies for their regional headquarters

¹ source: IMF, World Economic Outlook, April 2010

² source: IDC, Feb 2010

Practical “Hands On” Services

- Strategic Advisory – assessing market feasibility and providing market entry recommendations
- Market Entry Business Plan – jointly developing and executing plans that suit your market priorities and objectives
- Facilitating strategic alliances and valuable connections to potential business partners
- Assisting in negotiations for a successful outcome of resulting partnerships
- Business Development Services – using our experienced executives on a service fee basis for:
 - Securing initial clients with a focus on generating early revenues and reference customers
 - Local Sales, Marketing and Business Development – representing your company in all aspects of building the business – “rolling up our sleeves” and actively working with prospects and partners
 - Establishing distribution and reseller channels
 - Providing ongoing regional representation and business continuity

Strategy + Execution



Asian Market Entry – The Better Way

Our Value Proposition

EXPERTISE - EXPERIENCE – CONTACTS – CREDIBILITY

With Ventures International, you will rapidly gain market traction by using an experienced business development partner with local Asia presence and market knowledge. We will minimise your investment and maximise your return by avoiding the pitfalls and costly mistakes that have been made by many who have tried it themselves, from a distance. Our services provide the following benefits to our Clients:

- Extensive Asia business experience with strong track record – expertise, experience, connections and credibility are required to enter new markets
- Outsourced the “Asia Business Development” function to the experts with a local presence is a far more cost-effective approach to enter new markets
- Rapid market traction – “fast track” the market entry process
- Our business development services are carefully tailored to meet your exact needs and budget – use as much, or as little, as required of our services, and “pay as you use”
- Advantage of having an office in Asia (especially in Singapore) to demonstrate local presence and commitment, to provide on the ground continuity, and to be taken seriously by potential customers and partners
- 25-80% of your Company’s eventual additional revenues can come from having the right channels:
 - Need to work effectively with local partners (distributors, resellers, strategic alliance partners)
 - As a smaller company, you can benefit by leveraging much larger local players as your partners

We know Asia, but we speak your language!

Ventures International Group Overview

- Headquarters in the heart of the Financial District of Singapore
- Team includes Principals (seasoned entrepreneurs), plus a multicultural team of expat and local Associates
- Extensive Asian market and business experience
- Business Development Services
- Practical, “hands on” approach
- Helping businesses “get started in Asia”, covering all major markets
- Technology Company specialisation
- Strong Revenue Focus
- Extensive network of valuable business connections (Distributors, Resellers, SI's, Alliance Partners, Potential Customers)
- Capital Raising services to assist with additional funding for business expansion

Ability to “make your business happen in Asia”



Credentials

Past consulting client companies of Ventures International Group and its associates include: Fujitsu Australia (Australia), Sendmail (US), FaceTime (US), Trident Wireless (Philippines), Retriever Communications (Australia), Globaltainment (Australia/China), BoxSentry (Australia/Singapore), plus a number of Australian technology companies currently exploring market entry into Asia (Tradeslot, Performance Centre, wwrite, MagicGrip).



For more information on how we can assist with your Market Entry to Asia, to expand your existing business in Asia, or with Capital Raising for your business expansion, please contact us by email or by calling the numbers below.

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Company Information

Ventures International Group is an international Capital Raising, Business Development Services and Strategic Advisory firm with headquarters in Singapore and an office in Sydney. It provides a range of value adding services to assist clients to get their businesses funded, to get started and grow their operations in Asia, to engage with Asian business partners, and to structure beneficial business relationships.

Our key focus is to identify and assist with international business opportunities, to provide effective access to new markets, and to smooth the process of successful business investment and market entry into Asia. We place high value in providing our services to the mutual benefit of our clients, their partners and investors.

Ventures International's main areas of activity are:

- **Asia Gateway and Connectivity** – Business Development Services. Connecting businesses with the right clients and partners across Asia
- **Capital Raising** – connecting Investee Companies with an extensive network of Investors in Asia-Pacific and globally

Our **Business Development** focus is to assist technology Companies (with, or without, an existing Asia market presence) to gain rapid market traction in Asia with a detailed Market Entry Plan, by engaging with channel and strategic alliance partners, and by securing initial customers, revenues and reference sites – all with a strong focus on generating revenue, whilst minimising our clients' investment and maximising the return.

Our **Capital Raising** activities are focused on successful facilitation of the entire Capital Raising process for carefully selected Investee Companies with growth potential via qualified Investors, achieving a successful outcome for all parties.

There is strong synergy between the company's Capital Raising and the Asia Gateway services, with Capital Raising clients often requiring Business Development Services, and vice versa.



Ventures International Group is also affiliated with, and represents, Milestone Group in Asia-Pacific (www.milestone-group.com). Milestone Group is based in Silicon Valley and provides a broad portfolio of rigorous and proven consulting and implementation solutions that enable technology-driven organizations to monetize technology more effectively. Milestone Group provides a complementary global capability to Ventures International Group's clients by being able to assist with market entry and business development services in US and Europe.

Asia Pacific Investment Alliance



Ventures International Group (Asia and Australia) is a founding member of the Asia-Pacific Investment Alliance. Participation in this alliance allows Ventures International Group to have access to a broader range of Investors and investment opportunities, through close collaboration with the other alliance members.

The following partners currently form the growing APIA network:



Collins Street Group; an Australian intermediary firm based in Melbourne, Australia

DW Financial Services; an Australian intermediary firm based in Sydney, Australia

Nobilis Thai, a Thai intermediary firm based in Bangkok, Thailand



Contact Us

Ventures International Group has a strong and expanding network of professionals in Asia (Singapore, Thailand) and Australia (Sydney, Melbourne). Please contact any of our team members with your inquiries.

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