

*"Fast Tracking Your Business in Asia"*

Promoted jointly by Ventures International Group  
and BSI

EXPERTISE - EXPERIENCE - CONTACTS - CREDIBILITY



### New Business Initiative to Assist Australian Tech Companies Get Started in Asia

Australian technology companies looking for growth may consider **overseas expansion** - the current economic downturn is not a valid reason for tech companies to put business "on hold", stop innovating, or moving forward with new market entry plans. It is an opportunity to enter new markets, and position strongly in time for the economic recovery.

- **Asian markets are currently more attractive for Australian Tech Companies than US or Europe – less risk and lower investment required**
- **IT Spending growth in Asia for 2009 is forecast at 3.2% (compared to 0.1% for US and Europe) IDC Feb 09**
- **Gain more rapid market traction by using an experienced Business Development partner with local presence and market knowledge**
- **Minimise your investment - and maximise your return - by avoiding the costly mistakes and pitfalls of trying it by yourself**
- **Business Development Consulting services carefully tailored to meet your exact needs and budget**
- **Our services are fully eligible expenditure for Export Market Development Grants (EMDG) and COMET funding – we can assist with accessing these grants**

- Expansion needs to be carefully planned and executed, minimising investment and risk, maximising speed of market traction and return from investment – **by working with an experienced Business Development partner**
- Asian markets are increasingly viewed as a more attractive alternative than the US and European markets which are extremely competitive, require higher levels of investment, and are experiencing a more pronounced economic downturn than Asia
- **Asian markets – a very attractive alternative to US and Europe.** By 2020, Asia will account for:
  - 45% of global GDP, regional population growth to 4.6 billion (out of total global population of 7.7 billion)
  - Fairly competitive – but also tend to look to technologies from technologically advanced markets (US/Europe/Aust)
  - Economic downturn less pronounced, although momentum of growth has slowed, it will still outpace growth in Western economies
  - IT spending growth forecast for 2009 – 3.2% (US - 0.1%; Western Europe – 0.1%) IDC – Feb 09
  - Less difficult, less challenging and lower cost markets to penetrate - require less investment/funding to get started
  - Geographic proximity to Australia, shorter, more cost-effective travel, no major time zone differences
  - Singapore is acknowledged as a major "Regional Business Hub" for Asia – chosen by many global tech companies for their regional HQ



## Ventures International Group and our Services

HQ office in Singapore (CBD – heart of Financial District)

Team includes Principal (seasoned entrepreneur), plus multicultural team of expat and local associates

**Business Development Consulting Services**

Practical, “hands on” approach

Helping businesses “get started in Asia”

Covering all major markets in Asia

**Technology Company focus**

Extensive Asian market and business experience

**Channels (Distributors, Resellers), Alliance Partners**

Initial Customers, Reference Sites

**Accelerated Market Traction**

**Strong Revenue Focus**

Extensive network of business connections (Distributors, Resellers, SI's, Alliance Partners etc)

***Ability to “make your business happen in Asia”***

For a confidential business discussion, please contact the Principal (Olavs Ritenis):

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## Asia - Market Considerations

- Preferable to have an office in Asia (e.g. Singapore) - to demonstrate “local” presence and commitment (and to be taken seriously by potential customers and partners)
- Expertise, experience, connections, credibility required to gain optimal market traction
- 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 be leveraging much larger local players as your partners
- Need to maximise the return from investment in Asia
  - Outsource “Asia Business Development” function to the experts
  - Avoid making costly mistakes
  - “Fast track” the process
  - Ensure cost-effectiveness
  - Have a strong revenue focus

## Practical “Hands On” Services:

- **Market Entry Business Plan** – jointly developing a plan to suit your market priorities and objectives
- **Business Development Services – using our experienced execs on a consulting fee basis for:**
  - All aspects of Channel Development, Sales, Marketing etc
  - Representing your Company in all aspects of building the business (“rolling up our sleeves”)
- **Targeting Initial Customers, Reference Sites**
- **Strategic Advisory, Business Mentoring**
- Interim management
- Facilitating Strategic Alliances
- **Strategy PLUS Execution**

## Our Value Proposition

**EXPERTISE - EXPERIENCE – CONTACTS - CREDIBILITY**

- Extensive Asia business experience, strong track record
- Rapid market traction – can get started at short notice
- Outsourced approach is far more cost-effective – REASONABLE RATES
- Use as much or as little as required of our services – “pay as you use”
- Revenue focus - maximise return from your investment

***We know Asia, but we speak your language!***



**Ventures International Group** ([www.ventures-international.net](http://www.ventures-international.net)) is an international consultancy firm (Singapore HQ, plus Sydney office) which provides a range of “value added” Business Facilitation Services to assist its clients to get their businesses started and developed in Asia, to engage with Asian business partners, and to structure profitable business relationships - to the mutual success of its clients and their partners.

Its key focus is to assist Technology Companies 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 and reference sites – all with a strong focus on generating revenue, and maximising the return, whilst minimising the client’s investment.

Ventures International Group is affiliated with, and represents, **Milestone Group** in Asia Pacific. Milestone Group ([www.milestone-group.com](http://www.milestone-group.com)) 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.



**For more information on how we can help with your Asia Market Entry – or to expand your existing business in Asia:**

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