

ASIANTRADE CONNECT

Advisory Services

STRATEGIC ADVISORY | COMMERCIAL DEVELOPMENT | ASIA - PACIFIC





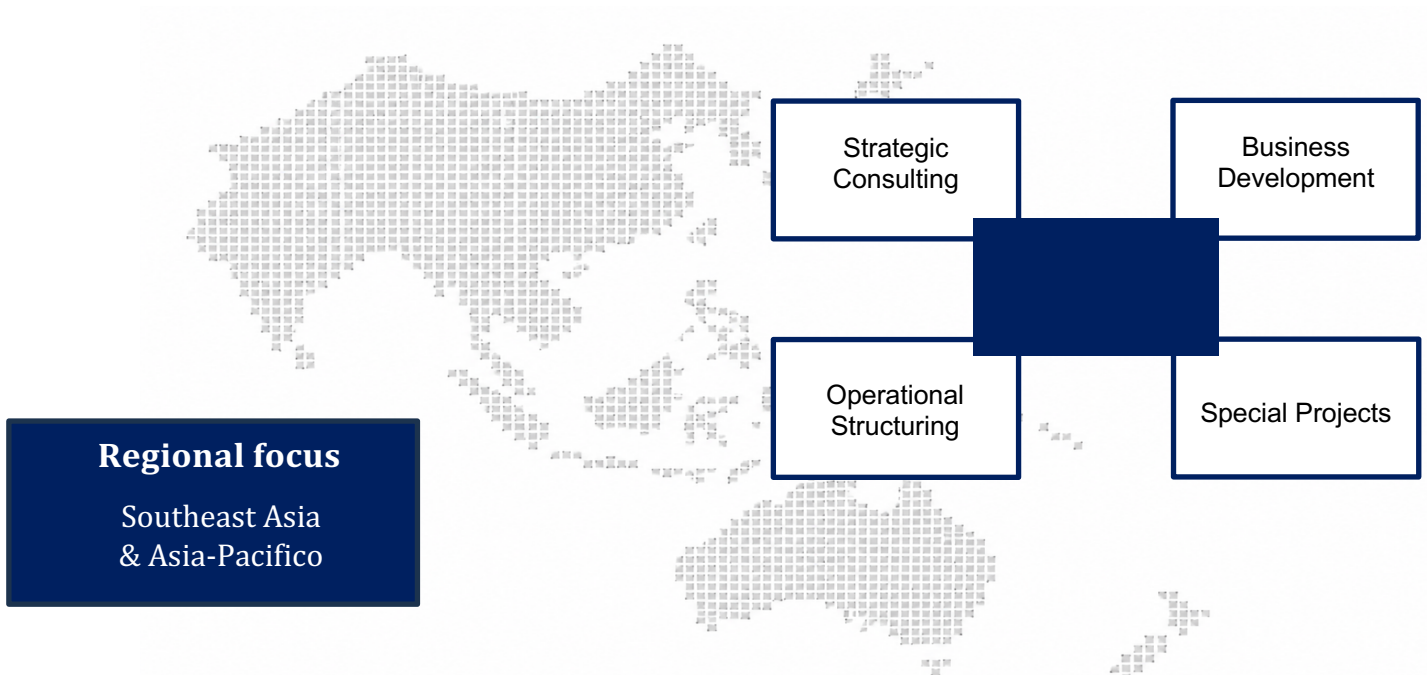
Advisory Services for Asia-Pacificor

At AsianTrade Connect (ATC), we support European brands and companies in business development and expansion processes in Asia-Pacific markets through strategic consulting, market analysis and local operational support.

Thanks to a direct presence in the region, we support companies in evaluating business opportunities, understanding local dynamics and defining entry strategies consistent with the different reference markets.

Our approach integrates strategic vision and operational execution, with the aim of facilitating international development by reducing complexity, operational risks and barriers to market access.

We collaborate with companies active in the fashion, beauty, jewelry, eyewear, food & beverage, industrial and premium consumer goods sectors, supporting market entry projects, commercial development, retail expansion and cross-border projects.



Main Areas of Activity

Market Entry Strategy

- Market analysis
- Market/country feasibility study
- Analysis of the local distribution structure
- Understanding the local operating context
- Priority Market Assessment
- P&L analysis and market sustainability
- Definition of entry strategies
- Evaluation of distribution models

Brand Positioning & Development

- Competitive analysis
- Pricing evaluation
- Commercial positioning
- Analysis of consumption dynamics
- Product, packaging and format adaptation for APAC markets
- Assortment and offer review

Business Development & Distribution

- Mapping of operators and local distribution network
- Search for local e-commerce partners
- Commercial and reputational due diligence on potential partners
- Selected introductions to local operators
- Development of the distribution network

Retail & Special Projects

- Pop-up projects
- Corner e temporary stores
- Development of retail format
- Temporary showroom management
- Dedicated commercial initiatives
- Exhibition attendance management on behalf of the brand

Operational Structuring

- Support for company incorporation
- Local licensing and authorization management
- Product compliance and market requirements
- Trademark & IP registration and protection
- HR support for the search and selection of local managerial figures
- Coordination with legal, tax and operational professionals

Regional Advisory

- Partner search for joint ventures and operating agreements
- Cross-border collaborations
- Development of licensing and master licensing models
- Scouting of local investors or industrial partners for scale-up

Marketing & Communication

- Development of marketing plans
- Adaptation of communication materials
- Localized campaigns
- Activation of social commerce projects
- PR and branding activities
- KOL and influencer coordination
- Private events with HNWIs, KOLs and VIPs

Strategic Partnerships

- Partner search for joint ventures and operating agreements
- Cross-border collaborations
- Development of licensing and master licensing models
- Scouting of local investors or industrial partners for scale-up

Profile

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