



Who we are

AsianTrade Connect is a strategic advisory firm focused on the Asia-Pacific markets, specialized in supporting European brands and companies in the processes of expansion, commercial development and regional positioning.

Operating directly within the main Asian markets, we support companies in assessing growth opportunities, understanding local dynamics and defining entry strategies consistent with the regional context.

Our approach combines strategic consulting, operational knowledge of local markets and execution support, with the aim of reducing the complexity and risks associated with international expansion in Asia-Pacific markets.



Asia-Pacific Markets

Opportunities & Complexity

The Asian area today represents one of the main growth areas for European brands, thanks to the expansion of the middle and premium class, the evolution of consumption and the growing demand for international products in the fashion, beauty, luxury, food & beverage and consumer goods sectors.

At the same time, the region also presents extremely heterogeneous dynamics across countries, channels and operating models, making expansion processes more complex than in other international markets.



OPPORTUNITIES

Growth in consumption and international demand

Evolution of retail and distribution channels

Growing interest in European brands

Development of the regional middle and upper class



COMPLEXITY

Fragmented and highly differentiated markets

Cultural, operational, and regulatory differences

Heterogeneous distribution ecosystems

Need to adapt to individual local markets

Regional Presence

In markets with different operational and distribution dynamics, local presence is often a key element. ATC supports companies through a regional presence and an operational network developed between Europe and Asia, supporting expansion, commercial development and local coordination projects in the main markets of the area.

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Markets covered:

- Hong Kong
- Thailand
- Vietnam
- Singapore
- Philippines
- Indonesia
- Malaysia
- Cambodia
- Australia
- China
- Korea
- Japan

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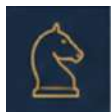
Regional Presence:

- Milan
- Paris
- Hong Kong
- Bangkok
- Ho Chi Minh



Our Services

Our services are designed to support European brands and companies in dealing with the strategic, operational and commercial complexities related to expansion processes in APAC markets. Our experience and understanding of local market dynamics allow us to support clients across both emerging and established markets through a multidisciplinary approach.

**01****STRATEGIC
CONSULTING****02****BUSINESS
DEVELOPMENT****03****OPERATIONAL
STRUCTURING****04****SPECIAL PROJECTS**

Strategic Consulting and Market Analysis

Entering Asian markets often requires preliminary assessments related to positioning, pricing, distribution structure, local competitiveness and sustainability of the business model in the various countries of the area. Differences in consumption, retail channels, consumer expectations and operational dynamics can significantly affect the feasibility and scalability of an international project.

We support companies in analyzing competitive, distribution and consumer dynamics across different markets through scenario assessments, industry benchmarks and analyses related to pricing, positioning and commercial feasibility.

The approach combines strategic analysis and operational understanding with the aim of facilitating more structured decision-making processes consistent with the characteristics of different market contexts.

Main activities

- Market analysis and country/sector feasibility study
- Priority Markets Assessment
- Competitive analysis and industry benchmarks
- Pricing, channel and positioning analysis
- Understanding the consumer and local dynamics
- Defining the Entry Strategy
- Business planning and scenario assessments
- Adaptation of the offer and materials to the market





Business Development and Partnerships

Business growth is often closely linked to the quality of business partners in the area. Accelerating commercial development and building strategic alliances requires direct supervision of negotiations, a deep knowledge of local wholesale and retail channels and the ability to negotiate distribution agreements in an effective and structured way.

We therefore support European companies and brands through market development activities, identification of local partners and coordination of regional commercial initiatives.

Operating directly within local ecosystems, we also support companies in understanding distribution structures, managing relationships with regional operators and progressively developing their commercial presence.

Main activities

- Mapping of operators and local distribution structure
- Market validation and business development activities
- Selected introductions to business partners
- Retail, wholesale and distribution development
- Franchising and master franchising
- Commercial partnerships and projects with local operators
- Commercial negotiation support
- Exhibition attendance management on behalf of the brand

Operational Structuring and Local Coordination

Starting activities in new markets often requires the coordination of operational activities, local stakeholders and specialized professionals across different countries, sectors and types of projects. Regulatory, operational and organisational aspects can significantly affect execution times, the management of local activities and the overall efficiency of operations.

We support companies in the operational management of local projects through corporate incorporation activities, coordination with local professionals, management of the main authorization activities and operational supervision of the start-up phases in the various markets.

Our approach integrates collaborations with selected professionals in the legal, tax, administrative and operational fields, with the aim of making execution processes more efficient and structured.

Main activities

- Support to company setup and corporate structuring
- Licensing, permitting, and local requirements
- Support for joint ventures and local partnerships
- Product compliance and market requirements
- Coordination with local professionals for IP and trademark activities
- Coordination with legal, tax and operational professionals
- Management of local and regional stakeholders



Special Projects and Local Market Development

The Asian commercial scenario requires physical presence and an immediate understanding of the dynamics of each individual market.

Temporary projects, retail initiatives, market validation activities and special projects often require local supervision, operational coordination and direct management of activities on the ground.

We therefore support companies in the field management of strategic activations, offering direct and continuous control in every single phase.

Activities may include support for temporary projects, pop-ups and retail initiatives, coordination of market validation activities, operational management of cross-border projects, development of local collaborations, support in the preliminary phases of structuring and operational start-up in the various markets of the area.

Main activities

- Pop-up projects, retail activations and temporary stores
- Development of local and regional initiatives
- Coordination of initiatives with local partners
- Support for marketing plan development
- Private events and activations with HNWI, KOLs and VIP clients
- Management of temporary showrooms
- Cross-border project coordination and operational support



Sectors We Serve

We assist companies operating in various sectors. Our services are aimed at startups, small and medium-sized companies, listed companies, and multinationals.

FASHION & LIFESTYLE

Clothing, accessories, leather goods, footwear and lifestyle brands

BEAUTY & PHARMA

Cosmetics, dermocosmetics, skincare, haircare, wellness, healthcare & pharma

FOOD & BEVERAGE

Food, beverage, hospitality, foodservice, retail & concept F&B

EYEWEAR

Eyewear, optics, sunglasses, optical retail, and premium eyewear brands

JEWELRY

Jewellery, watches, luxury accessories and high-end products

INDUSTRIAL & MANUFACTURING

Industry, manufacturing, sourcing, components



Strategic Partnerships

We also collaborate with selected partners and reference institutions to support commercial, operational and development activities in the area.

STRATEGIC PARTNER



Adacent is an international group specialized in the development of digital ecosystems, eCommerce and omnichannel strategies. Through this partnership, ATC integrates technological and digital skills in the following areas:

- **E-commerce & omnichannel:** design and development of B2C and B2B online sales platforms, including replatforming and omnichannel projects
- **Global marketplaces:** managing your presence and sales on platforms like Alibaba, Amazon, Shopify, and BigCommerce
- **Digital marketing & CRM:** development of digital strategies, customer journey, CRM and performance marketing

INSTITUTIONAL PARTNER



We are members of the **Thai-Italian Chamber of Commerce**, a reference institution that supports and promotes relations between Italy, Thailand and Asia. Through this ecosystem, ATC has:

- Access to a **qualified network** of companies, institutions and professionals between Europe and Asia-Pacific
- Support for the development of **business relationships** and **strategic partnerships** in local markets
- Connection with **initiatives, events** and **business development activities** in the area
- **Greater integration** within the Thai and regional business ecosystem

Case Studies & Selected Projects

Over the years, we have collaborated with **over 50 European brands** in the fashion, lifestyle, beauty, cosmetics, jewelry, food & hospitality sectors through market expansion projects, market and regulatory analysis, business development, retail development and strategic activations.



**FASHION &
LIFESTYLE**

MUGLER

N°21

MISSONI

CORNELIANI



JEWELRY

CHIMENTO

PESAVENTO
Aut expression

NOMINATION
ITALY



**BEAUTY &
PHARMA**

HISTOMER
MILANO

PROCOSMET
ITALY



**FOOD &
HOSPITALITY**



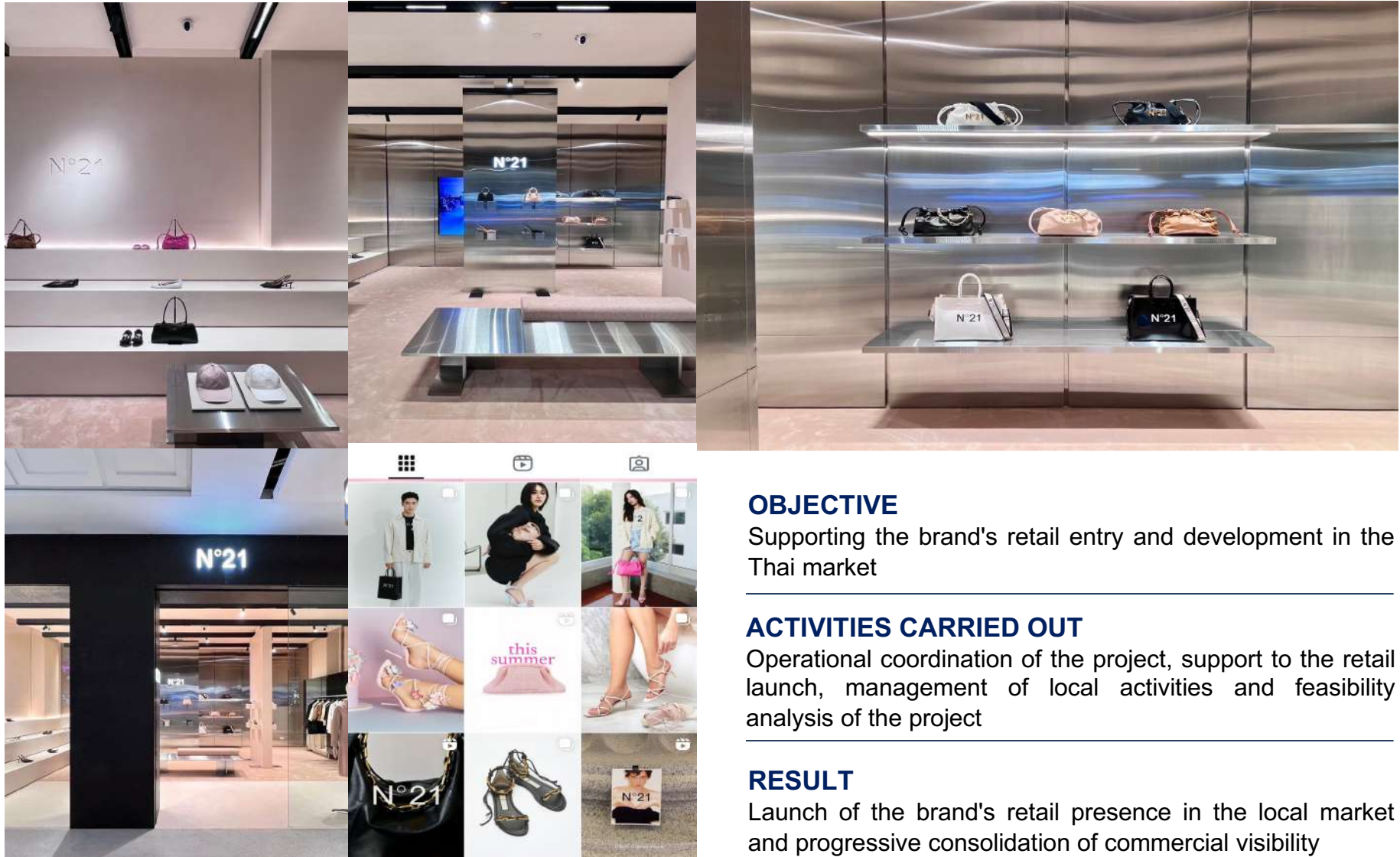
EYEWEAR

AREA98

TBD EYEWEAR
MILANO

OPHY
EYEWEAR

CASE STUDY | Retail Development & Brand Launch N°21



OBJECTIVE

Supporting the brand's retail entry and development in the Thai market

ACTIVITIES CARRIED OUT

Operational coordination of the project, support to the retail launch, management of local activities and feasibility analysis of the project

RESULT

Launch of the brand's retail presence in the local market and progressive consolidation of commercial visibility

CASE STUDY | COVA Concept Development



OBJECTIVE

Development of the world's largest COVA concept in the Thai market

ACTIVITIES CARRIED OUT

Concept design, local operational coordination and launch support

RESULT

Launch of an integrated café, retail and fine dining concept in Bangkok

CASE STUDY | **MISSONI** Retail Concept Development



OBJECTIVE

Supporting the development of a new MISSONI retail concept for the Thai market

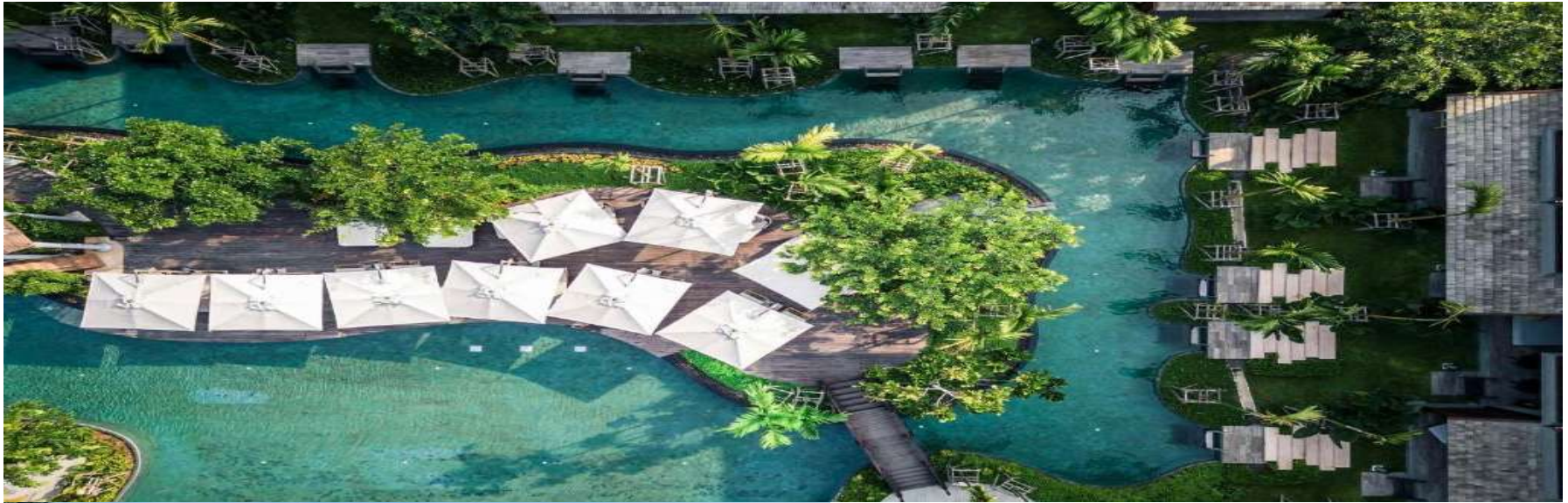
ACTIVITIES CARRIED OUT

Analysis of the local market, adaptation of the concept and coordination of project development activities

RESULT

Creation of a premium retail concept designed for the local market

CASE STUDY | **MISSONI Multi-Location Plan**



OBJECTIVE

Define a multi-location expansion strategy for the Thai market

ACTIVITIES CARRIED OUT

Business planning, location evaluation and definition of the operating and commercial model

RESULT

Structuring of a multi-year development plan with openings planned between Bangkok and premium hospitality destinations

CASE STUDY | Market Analysis PROCOSMET



OBJECTIVE

Define an expansion strategy for the group's professional haircare and skincare brands

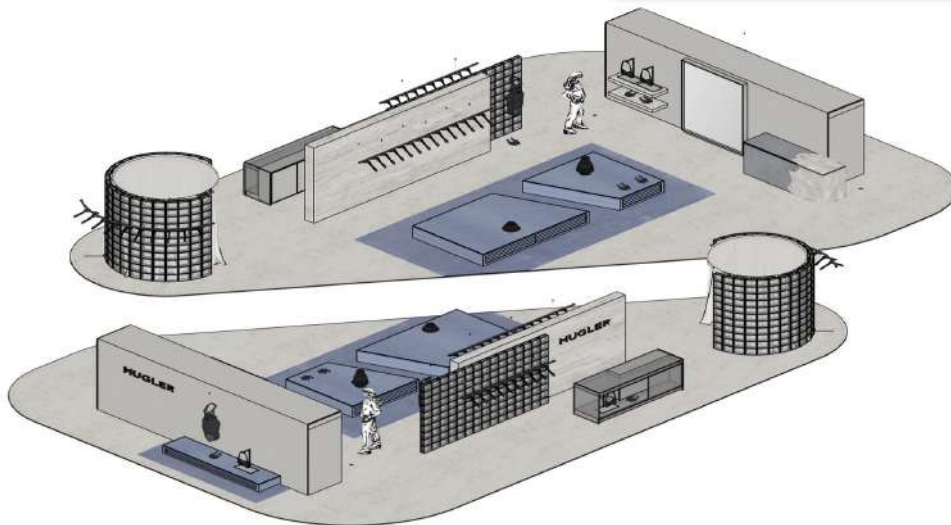
ACTIVITIES CARRIED OUT

Thailand, Indonesia and Malaysia market analysis; consumer insights; competitors and pricing analysis; distribution mapping; Regulatory analysis and definition of the regional entry model

RESULT

Definition of an expansion plan with identification of priority markets, the most consistent distribution channels and entry strategies

CASE STUDY | MUGLER Temporary Retail Activation Project



OBJECTIVE

Support the launch of a temporary retail activation for the Thai market

ACTIVITIES CARRIED OUT

Local coordination, concept adaptation and operational support

RESULT

Activation of the brand in the local market through a temporary retail concept

OUR MISSION

*"Our mission is to make expansion processes in Asia-Pacific markets more **structured, sustainable and executable** through a strategic and operational approach developed directly on the territory"*

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- Ho Chi Minh

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