

NEWSLETTER

August 2023



HKTDC Appoints AsiaCorp as their Nordic Representative Office

We can proudly announce that AsiaCorp will represent the Hong Kong Trade Development Council (HKTDC) for the Nordic Countries.

The HKTDC organises international exhibitions, conferences, and business missions to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets.

AsiaCorp's purpose will be to promote the services of HKTDC in the Nordics. If your company would like to attend some of the biggest exhibitions and conferences in the world, contact us at info@AsiaCorp.eu.



India Should Be On Your Radar



India has emerged as one of the fastest growing economies in the world. We, at AsiaCorp, are experiencing that more of our clients are requesting our services to enter the Indian market, because of the increasing interest from the West. Simultaneously, large Indian M&A investors are seeking and pursuing Western brands, especially in the mid- to luxury lifestyle segment.

With the increased interest from both brands, companies, and investors, AsiaCorp has expanded our network of Associate Partners with Mrs. Katja Larsen.

Mrs. Larsen is based in Bangalore, India, and has more than 25 years of global market experience.

She is an experienced business develop leader and strategist with an extensive network in Asia within the lifestyle segment. She has developed an extensive network of key distributors and agents and has built a well-founded platform for brands and companies to enter the Indian market.



M&A is a strong pathway for Consumer Brands when entering the APAC region



According to Retail Asia, overseas M&A deals in the APAC region are shown to be a strong pathway for consumer brands to enter new markets and expand their portfolio. Consumer brands that pursued international growth through M&As in the Asia Pacific have achieved a higher revenue, compared to the ones that grew organically. You can read more about this at Retail Asia.

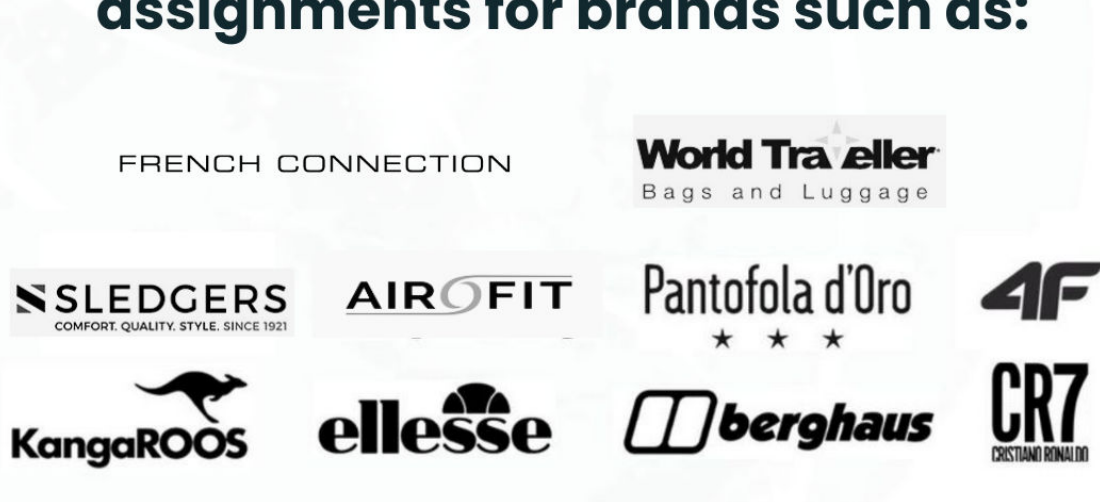
AsiaCorp specializes in developing and executing successful Asian market entry, international growth transformation and M&A strategies for our clients. If your company is interested in what we can do for you, reach out to us at info@AsiaCorp.eu.



CR7 is expanding further into Asia

AsiaCorp has successfully worked with CR7 for over 5 years. CR7 is currently looking to expand to Malaysia, Singapore, Indonesia, Taiwan, the Philippines, Australia, and Greater China. AsiaCorp has been assigned to find new distributors and license partners for CR7 in the markets.

Currently AsiaCorp is carrying out assignments for brands such as:



ASIA CORP

Creating new business in Asia for consumer brands



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