



ASIA PERSPECTIVE

# Management consultancy with local expertise and global impact

[www.asiaperspective.net](http://www.asiaperspective.net)



# ABOUT US

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**ASIA PERSPECTIVE** WAS FOUNDED IN 2004 AS AN INDEPENDENT CONSULTING FIRM DEDICATED TO HELPING INTERNATIONAL ENTERPRISES TO REACH THEIR GROWTH GOALS WHILE AVOIDING UNNECESSARY RISKS.

Swedish by origin, European by nature, and global by mindset, Asia Perspective has today established a strong footprint in the Asia Pacific markets, where our partners have established decades of business experience. Following years of strong growth, we are also present today in other regions where we can truly make an impact.

Our entrepreneurial spirit has shaped our growth and fuelled our achievement record from the earliest days of the firm. By developing mutual trust and offering sustainable added value for our clients, we have become a longstanding advisor to an extensive list of SMEs and major international companies throughout Asia, Europe and the US.

We are proud to deliver realizable results and support our clients in implementing them. The efficiency of our hands-on approach is best demonstrated in our enduring relationships with the many former clients who now look to us as trusted partners.



Daniel Karlsson, Partner



Andreas Sigurdsson, Partner



Johan Hackman, Partner



Anders Nordin, Partner

# OUR SERVICES

AT ASIA PERSPECTIVE, WE PROVIDE VALUABLE INSIGHTS AND UNPARALLELED EXPERIENCE ON THE ASIAN MARKETS. THE SUPPORT WE OFFER CAN BE DIVIDED INTO THREE MAIN CATEGORIES:



## Sourcing & Supply Chain Management



## Market Entry & Market Expansion



## Mergers & Acquisitions

In each of these areas, we enable our clients to take decisive action by determining the best strategic options through analysis and tailored-made strategic plans. We then work further to support our clients throughout the implementation phase, ensuring fast and sustainable results.



## SOURCING & SUPPLY CHAIN MANAGEMENT

Our Supply Chain Consulting services generate value by optimizing the way that our clients manage their relationships with their external suppliers as well as fine-tuning clients' internal processes and practices. Our proprietary approach to co-creation and change management ensures companies receive sustained improvements over time.

The constant changes in cost dynamics on a global basis put more and more pressure on organizations to develop world class procurement and supply chain practices in order to fulfill cost saving targets. Asia Perspective is eager to support our clients in achieving and sustaining world class purchasing and supply chain performance.

### Areas of expertise:

- ▶ Procurement Transformation
- ▶ Strategic Cost Management and Savings diagnostics
- ▶ Strategic Sourcing and Sourcing Best Practices
- ▶ Low-Cost Country Sourcing
- ▶ Execution and Implementation
- ▶ Supply Market Analysis
- ▶ Supplier Identification and Assessment
- ▶ Sourcing and Procurement Training
- ▶ Country/Region Analysis and assessment
- ▶ Supply Chain Diagnostics
- ▶ Supply Chain Strategy
- ▶ Supply Chain Risk Management
- ▶ Negotiation Support
- ▶ Business Process Redesign
- ▶ Category Assessment
- ▶ Governance, Reporting and Dashboard CSR
- ▶ Sustainable Procurement Program and Policy Review

With expertise in areas such as strategic sourcing, low cost country sourcing, procurement support and supply market analysis, we are uniquely positioned to offer our clients custom-tailored best-in-class support. Asia Perspective finds creative solutions to our clients' problems wherever they can be found, from market analysis or cost benchmarking to comprehensive and on-going management of our clients' entire sourcing and supply chain operations.

At Asia Perspective, we work closely with your team to identify and realize savings across all spend categories and procurement levers. Along the entire process, we will build and support your organizational capabilities to sustain procurement gains over the long-term.



## MARKET ENTRY & MARKET EXPANSION

At Asia Perspective, we combine local knowledge with a global approach to effectively assist European and US businesses entering the Asian markets.

Asia and specifically China, offers significant business opportunities for international companies. The market size and economic growth rate in this region is unparalleled. Accessing this region is, however, a challenging and complex undertaking. New entrants face an array of challenges, from inadequate market data and sales channels to complex legal systems and different business cultures. Establishing an operation in Asia can be an expensive and time-consuming process with a steep learning curve.

### Areas of expertise:

- ▶ Market Research
- ▶ Market and consumer insights
- ▶ Feasibility Study
- ▶ Market Entry Strategy
- ▶ Go-to-market step-by-step implementation roadmap
- ▶ Supply Chain Diagnostics
- ▶ Supply Chain Strategy
- ▶ Supply Chain Risk Management
- ▶ Negotiation Support

Asia Perspective mitigates these challenges for clients to enable smooth access to these markets. Our processes leverage a wide range of tools minimizing the risks and challenges while maximizing our client's returns.

We help our clients achieve their growth goals by facilitating the smoothest transition possible in market penetration, diversifications into new market segments and launching of new product categories. Our ultimate goal is to ensure that our clients achieve access to their targeted markets and reach their desired market shares.

## MERGERS & ACQUISITIONS

For companies seeking to expand in Asia through inorganic growth we provide advisory and implementation support, with a focus in cross-border M&A and joint venture set-up.

Our experienced global team is equipped with a toolbox of analysis methods and simulation techniques specifically tailored to the Asian markets. Pairing these with our extensive networks spanning China and broader Asia, we offer best in class support to our clients throughout the process of an acquisition or the establishment of a joint venture.

We help our clients improve their odds of successful M&A with an integrated approach linking acquisition strategy, due diligence, and merger integration. Our extensive experience in cross-border transactions and partnership set-up allows us to realize client goals using structured, customized support.

### Areas of expertise:

- ▶ Partner and target evaluation
- ▶ Operational and Financial due diligence
- ▶ Legal permits and administration
- ▶ M&A advisory
- ▶ Joint Venture set-up
- ▶ Post-merger integration
- ▶ Divestures and separations
- ▶ Fund raising
- ▶ Partner search and evaluation
- ▶ Set up of meetings and introduction
- ▶ Selection of most suitable business partner
- ▶ Negotiation with the highest potential strategic business partners
- ▶ Risk management and mitigation strategy

After a successful transaction or set-up, we stay on board as a local resource to provide any needed operational-level advice and support in order to capture synergies and ensure a smooth transition process.

In addition to our knowledge in the area, we also have an extensive network of local companies within China seeking investment opportunities in foreign markets such as Europe and the US. Our client portfolio covers a wide variety of industry sectors and we frequently work to pair European or US companies with Chinese investors, working to support in facilitating their deals.

At Asia Perspective, we offer a hands-on approach for our clients throughout the entire process to ensure successful results.



# CONTACT US

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