List of Registered Service Providers by Name - Asia Gateway Stream
As at 17 December 2019

ACBRI Australia China Belt and Road Initiative
Profile Summary:
Australia-China Belt and Road Initiative (ACBRI) is led by Australian business leaders BHP Director Malcolm Broomhead and former trade minister the Hon. Andrew Robb AO to facilitate cost-efficient and profitable Belt and Road partnerships between Australian and Chinese industry leaders.
ACBRI aims to provide your business with unprecedented trusted access to the Chinese market, timely strategic intelligence, and exclusive funding & investment opportunities.
ACBRI’s market development services, in market support, marketing strategy consulting, and negotiation services will offer your business a unique globally competitive advantage. ACBRI will bring your business into the heart of China’s decision-making system and where you will meet the top-level decision makers from BRI government agencies, funding institutions and project owners.
We will help you identify and make real connections with the right department matched with the right funding institutions and the right companies, so you can travel in the fast lane of China success.

ALTIOUS International
Profile Summary:
ALTIOUS is an accelerator for international growth. We provide international expansion and cross-border investment services for SMEs at every stage of their external development. ALTIOUS brings together 200 employees from 18 different markets worldwide including: business development consultants, accounting experts, corporate finance specialists, tax & HR professionals to offer in-market structural support to businesses looking to expand and consolidate their overseas activities.
ALTIOUS’s services include: market entry & expansion, business development, market assessments & qualification, investment strategy, cross-border acquisition, greenfield & brownfield investments.

ANDERSON’S BUSINESS FACILITATION SERVICES PTY LTD
Profile Summary:
At Anderson’s we help companies achieve export success by researching exporting opportunities and developing export strategies to ensure successful entry into international markets.
We have been providing export and marketing services to a broad range of companies since 2004 and have undertaken market research for clients in Malaysia, Singapore, Thailand, Indonesia, China, South Korea and Japan.
My name is Mike Anderson. I have been an Export Manager in the building materials industry and I have been working as an export consultant since 1995 including 3 years as a Project Manager for Australia’s Export Access program where I worked closely with SMEs to get them into Asia and other markets.
For professional, independent export facilitation services, let me work with you in exploring international opportunities and achieving your export goals.

Asialink Business
Profile Summary:
Asialink Business is the market leader in providing practical services to assist Victorian businesses to enter, grow and deepen their commercial engagement with Asia. Working with businesses in all sectors of the economy, we design and deliver impactful market development plans and provide innovative and customer-centered in-market support.
With national headquarters in Melbourne, Asialink Business has a highly skilled in-house team of Asian market and sector specialists, business practitioners, market intelligence professionals, and capability development specialists.
We work with clients to identify and tailor solutions for their diverse needs, for instance, regarding market assessments, entry modes and regulatory considerations, product localisation, sales and marketing, and more.
Our approach combines deep and practical knowledge of Asian markets, with proven capabilities across broad-ranging industries, sectors and markets. This draws on our strong networks across Victoria, Australia and Asia.
We invite interested Victorian businesses to visit asialinkbusiness.com.au and contact us for a confidential discussion.

Australia-China Association of Scientists and Entrepreneurs
Profile Summary:
Asia and China in particular are huge opportunities, but it takes expert local knowledge to understand how to find the right partners, protect your IP, brand your business and refine your products for local tastes, develop a market entry strategy, and find investment and business matching, if required.
ACASE has the expertise and connections, both within Australia, Asia and China to provide the knowledge, guidance and assurance you need to ease your entry into the world’s fastest growing markets across Asia. Our one-stop-shop hand holding services provide a roadmap and checklist that will demystify the pathway for developing optimised branding, business strategies and modelling and culturally sensitive product and service preferences that your business needs to be successful.
ACASE also has a strong and recent history of helping high-tech start-ups visit Asian markets to understand the potential, fine tune product design for these markets and seek financial and market support.

Bastion S&G
Profile Summary:
Bastion China delivers high-impact and effective Chinese marketing, engagement and communication campaigns. We work with iconic Australian brands and organisations to help them ‘find the way’. More than just an agency, Bastion China is an integrated China advisory team with strategic consulting, research, PR and marketing skills to deliver Chinese language services that reflect our experience, creativity and networks across China and Australia.
Services Bastion S&G offer for the Asia Gateway Voucher Program include:

Advisory
• China In-House Counsel: On call to act as a sounding board
• Relationship Matching & Stakeholder Identification: Auditing and introducing Chinese networks to clients
• In-country support: Identify and work with relevant in-market partners to support communications and marketing
• Chinese brand strategy: to ensure your brand aligns with the expectations of Chinese consumers/audiences

Digital
• WeChat / Weibo official account set up and registration
• WeChat / Weibo management: includes campaign & strategy development, content creation, formatting and posting to develop your China digital strategy
• Chinese digital PR and media buying: Supporting clients owned digital channels through earned and bought media including KOLs and influencers.

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International Market:
China ,

Contact:
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International Market:
China, Hong Kong, India, Singapore, France, Germany, United Kingdom ,

Contact:
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International Market:
China, Hong Kong ,

Contact:
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International Market:
China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand, Vietnam ,

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International Market:
China, Hong Kong, India, Indonesia, Japan, Kyrgyzstan, Malaysia, Singapore, South Korea, Taiwan, Thailand, Vietnam ,

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International Market:
China, Hong Kong ,

Contact:
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Mobile: +61 451 052 480
Website: bastionsg.com.au
International Market:
China ,

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Phone: +61 3 8344 9100
Mobile: +61 433 808 841
Website: http://wwwacbri.org.au/
International Market:
China, Hong Kong ,
Beanstalk AgTech Pty Ltd
Profile Summary:
Beanstalk is a boutique agricultural innovation consulting business offering a suite of services to help forward-thinking agribusinesses build a business that is geared towards high-growth market across the Asia-Pacific region and be a market leader. Beanstalk can help your agri-food business leverage cutting-edge startup technologies (such as traceability and innovative packaging etc.) and uncovering value propositions that create value for your customers in the Asian region, embedded in business models that can profitably grow and scale.

Our team’s deep experience across the Australian agriculture industry, startup sector and in Asian markets allow us to work with our clients to unlock innovative solutions that leverage the opportunities being driven by the growth of Asia Pacific and the pace of technological change. We believe that having a deep cultural understanding, networks and a unique value proposition will be critical to succeeding in the fast-paced and competitive Asian markets. Beanstalk can assist your agri-food business to:

1. Undertake exploration of new-to-market products designated for high value Asian markets
2. Develop a low-risk go-to-market strategy for key Asian markets
3. Develop a high-growth and localized branding strategy targeted towards Asian customers
4. In-market support to undertake customer testing and partnership development.

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International Market:
China, India, Indonesia, Japan, Singapore, Taiwan, Vietnam

Believe Branding Pty Ltd
Profile Summary:
BELIEVE Branding is a Strategic Brand Design Consultancy - working across FMCG, and a variety of service and industry based sectors.

Significant pan North/SEA/South Asian & MEA experience across close to 20 years, currently with offices in Melbourne, Sydney and Delhi India.

We believe effective brand design is built on a potent brand idea, which resonates with the audience in a compelling way. As designers and brand consultants, our partners bring a wealth of experience in uncovering insightful ideas and crafting powerful brand design.

Each of our clients work with at least one BELIEVE partner from project inception to completion, because great brands are not built by accident; rather a result of commitment, passion and a desire to make every engagement an enjoyable and commercial success.

Service Activity:
Marketing and Branding Strategy

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International Market:
India, Japan, Malaysia, Singapore, Thailand, Vietnam

Best Exchange Group P/L
Profile Summary:
Global City Connect connects organisations and people through developing value-based relationships. Our mission is to drive continuous value-capture through strategic positioning & increased connectivity, for businesses, industries & governments; domestically and internationally. We have a suite of services that interlock to help achieve this. You can select one or many, depending on your needs.

Based in Bendigo (Australia), we have international offices; one in China, and one in Malaysia. We do many domestic projects in Australia, working with local government, industry groups, large not-for-profit organisations and businesses. We work either independently from, in collaboration with, or complementary to your team, networks and stakeholders.

Our wrap-around service delivery, dedicated and experienced team, and our systematic approach to project delivery, offers confidence to clients that projects will be delivered on time and on budget.

Service Activity:
Marketing and Branding Strategy

Contact:
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Website: www.globalcityconnect.org

International Market:
China, Japan, Malaysia, South Korea, Thailand, Vietnam

Chin Communications
Profile Summary:
Chin Communications is Australia's leading Chinese language communications specialist. As the only language company in Australia with in-house capability, we partner directly with our clients to deliver high quality language solutions, unfailing customer service and professionalism, trust and reliability – a true partnership to achieve your goals.

Under the Asia Gateway Voucher Program, our services include:
- Business advisory including introductions and cultural consultation
- Marketing and branding strategies including branding campaigns, design, layout, multimedia and copywriting

Our clients receive the best end-to-end service to set your China mission in motion, delivered by our language, marketing and business professionals.

Service Activity:
Marketing and Branding Strategy

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Website: www.chincommunications.com.au

International Market:
China

China BlueSky Ventures (Shanghai) Limited
Profile Summary:
China BlueSky Partners is a China-based market entry and advisory firm, facilitating the transfer of capital and technology between Australia and China, with a specific focus on the life sciences sector.

The Australian Directors of China BlueSky combine 15+ years of international business, research commercialization expertise and China based experience, to help our international clients develop and manage their business engagement in China.

We are the official partners of Audibishe in China and our mission is to simplify the market entry requirements of Australian life science companies. We provide high quality outcomes for companies looking to assess, structure and succeed in the Chinese market.

The bilingual team at China BlueSky provides a full range of cost effective financial and business advisory services, including:
- Market entry & growth strategies
- Advisory services that include: Clinical Trial & Regulatory Advice, Due diligence & partner assessment, China company structuring, Legal & tax compliance, Partner relationship development

Service Activity:
Market Development Plan
In-Market Support

Contact:
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Mobile: +61 861381743297
Website: www.chinablueskypartners.com

International Market:
China, Hong Kong

China Skinny
Profile Summary:
China Skinny is a full-service marketing agency based in Shanghai. We have provided branding, trend analysis, research, strategy and digital services to over 500 brands including the State Government of Victoria, ANZ Bank, Pental, Bemco, Select Harwood and Australian Olive Association. We have worked closely with Austrade, AustCham SH (including the research partner for the 2018 Australia-China Business Sentiment Survey), Tourism Australia, ACBC and ABF, including chairing the China Digital Conference in Melbourne for four years. China Skinny has been quoted in 200 international media outlets such as Bloomberg, Reuters, FT, Forbes (where we have a column), ABC and AFP. We publish the most-read newsletter about marketing in China with thousands of readers from VIC. It is fair to say our clients love what we do, with a 90% return or referral rate. Victorian businesses will benefit from best in class marketing and actionable insights with personal service to match.

Service Activity:
Marketing and Branding Strategy; Market Development Plan; In-Market Support

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International Market:
China

Contact Information:
China, Hong Kong, Shanghai, Beijing, Singapore, Sydney, Tokyo
CVEN Services Pty Ltd

Profile Summary:
CVEN is a specialist export business development company focused on providing business with access to knowledge, processes and tools that have been successfully used by our clients for over 10 years.

Our unique value comes from our experience in leading many successful clients into the international market place. Our key objectives are to:

- Support Australian businesses to understand the export process and navigate the pathway forward
- Help businesses to identify and evaluate the opportunities quickly, while realising the most profit and with the least risk
- Simplify what can be seen as a complex and overwhelming process

Businesses are fast-track along their export pathway, and are awarded the experience, knowledge and strategy used daily by our trade advisers.

Our business services include:
- Export Procedures - SOP
- Export Documentation
- Product Specifications
- Market Review
- Compliance Assessment
- Logistics & Distribution
- Competitive Analysis
- Pricing Models
- Marketing Material

Service Activity:
Marketing and Branding Strategy; Market Development Plan; In-Market Support;

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Website: www.cvenn.com.au

International Market:
China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, Vietnam,

Dearin & Associates

Profile Summary:
Dearin & Associates is an international business consultancy that helps companies to expand into fast-growing international markets.

There’s never been a better time to “go global”. International trade is at an all-time high and goods, services and information can move around the globe more rapidly than ever before. We are passionate about helping our clients to access those enormous international opportunities.

Our special focus is to speed up and de-risk the international expansion process for micro to medium sized companies and to help them get their products and services to the world.

We provide world-class consultancy services to help our clients:
- Access the right commercial intelligence and a sound strategy for entering new markets.
- Find the right partners and distributors in new markets.
- Navigate the cultural challenges that arise when working across borders.

Service Activity:
Market Development Plan; In-Market Support;

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Website: www.dearinassociates.com

International Market:
China, Hong Kong, India, Indonesia, Malaysia, Singapore,

Digital Crew Pty Ltd

Profile Summary:
Digital Crew is Australia's fastest growing multilingual digital marketing firm working with Australian, US, Japanese and South-East Asian companies marketing into China. The multi-award-winning firm established in 2014 in Sydney and now has offices in Melbourne, New York, Tokyo, Guangzhou, Hong Kong and Mumbai.

The digital marketing firm works with all industries including investment, finance, property, education, tourism, food and beverage, health supplements and pharmacies. It is working in the cross-cultural markets to include not only the growing huge number of middle class in mainland China and other emerging markets.

Digital Crew helps clients with research, strategy, digital assets development, creative concept, campaign planning and execution, social media marketing and management, search engine optimisation, media buying, influencer sourcing and management, analytics and conversion optimisation.

Service Activity:
Marketing and Branding Strategy; In-Market Support;

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Website: http://www.digitalcrew.com.au/

International Market:
China, Hong Kong, India, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand, Vietnam,

Dowling Consultancy Pty Ltd

Profile Summary:
Dowling Consultancy recognise it’s not a simple process when expanding business internationally. We’ll go through every aspect with you step-by-step. As your extended resource we’ll work closely with you and your team to ensure your business is orientated to maximise value, mitigate risks, pinpoint best markets, determine best moves and accelerate international success.

Our specialist team of skilled and knowledgeable international business development managers complement your existing organisational resources having firsthand exposure to international business activities with in-market experience and language capabilities spanning across the business environments of an array of countries and markets.

Our guidance serves you in optimizing new market entry or expansion, accessing multi-lingual marketing, branding and in-market support, navigating partnerships, achieving long-term sustainable outcomes, planning for growth, improved profitability and enhanced chances of success.

Our Mission is to educate, inspire and empower your business to accelerate its international value proposition, market positioning and bottom line performance.

Service Activity:
Marketing and Branding Strategy; Market Development Plan; In-Market Support;

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International Market:
China, Hong Kong, India, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand, Vietnam,

EastWest Academy Pty Ltd

Profile Summary:
EastWest Academy Pty Ltd is a high level consultancy which adds outstanding network, research and quality information to trade and investment initiatives.

EWA provides research and cross-border trade, culture and investment advisory services. Services include Business Advice, Market Engagement and Market Entry.

Service Activity:
Marketing and Branding Strategy; Market Development Plan; In-Market Support;

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Mobile: +61 0409 478750
Website: www.eastwestacademy.com.au

International Market:
India,

eCargo

Profile Summary:
eCargo Holdings Limited (ASX: ECG) [ECG] is a group of companies that specialise in sales and marketing strategy, execution and distribution in China. Currently trading under the brand names eCargo, Meitusha and Jessica’s Suitcase. With fully operational teams based in Australia and throughout China, ECG provides on-demand solutions for brands and retailers across areas including: online and offline retail, supply chain and logistics, distribution, tech development and integration, digital marketing and offline activation. ECG offers a truly unique full end to end solution for companies looking to access, supply, promote and sell to Chinese consumers.

Service Activity:
Marketing and Branding Strategy; Market Development Plan; In-Market Support;

Contact:
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Mobile: +61 885 0212 8274
Website: www.ecargo.com

International Market:
China, Hong Kong,
With our end-to-end business process driven approach; we can fast track your expansion into Vietnam and China at minimal fuss.

1. Industry research
2. Brand and marketing strategy
3. Supply chain and procurement support
4. Staff recruitment
5. Business licensing and all government regulatory services
6. Legal and back-end accounting services in country
7. Office hosting and co-working spaces
8. We are a multi-lingual business

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With our end-to-end business process driven approach; we can fast track your expansion into Vietnam and China at minimal fuss.
Health More Pty Ltd

Profile Summary:
Health More is Australia’s Pre-eminent CBEC distribution, sales and marketing company taking health, wellness, beauty and other products to China, Hong Kong and SE Asia. We are Australia Post's partner for China initiatives.

Health More is the bridge for Australian brands to multiple sales channels including:
- Daigou market - WeChat, Taobao Merchandisers
- Daigou Gift and KOL Stores.
- Platforms – direct purchase and flagship store activation.
- Retail stores with registered products.
- O2O and concept stores. <br>

Additional to sales, Health More works alongside our brand partners to develop strategic marketing initiatives for China and Asia. Including:
- Social Media initiatives.
- KOL/Influencer strategies.
- Live events (Australia and China based).
- Live Streaming [we have 6 studios in our Victoria office]; and<br>
- Trade Shows.

Health More currently works with over 150 Australia and New Zealand brands and are referred to as their 'export division' and care for each of these brands as our own.

How Communications Pty Ltd ATF How Communications Unit Trust

Profile Summary:
Our services include the following:
- China marketing education, strategy and consultation
- China marketing and media training
- China market research and insights
- Branding and marketing collateral culturalisation
- Social media management and campaigns (WeChat, Weibo, Red Book, Dianping)
- Video marketing and production (Toutiao, iQiyi, Douyin)
- Chinese website development & host
- Press office (press release, interview pitch, corporate profile, crisis management)
- Chinese media events in Australia and China
- Celebrity and influencer engagement
- Cross-culture VIP events & consumer activations in Australia
- China in-country delegation
- China in-country events, activations, roadshows, product sampling, conferences and exhibitions

Institute of Advanced Business Studies

Profile Summary:
We provide china market research, market entry strategy, partner identification, joint venture formation and broad strategic marketing advisory and coaching services. Strategic Advice and Coaching is provided by Dr Li Gang (Peking University, Harvard University and former Johnson and Johnson Head of Strategic Marketing China), Andrea Ding (Melb Uni, GE Capital 2ic China) and Bill Lang (Harvard Business School, McKinsey, KPMG and Chairman Institute of Advanced Business)

Journey Consulting

Profile Summary:
IRC Consulting is a Seoul based business development consultancy specialized in assisting Western companies identify and capitalize on opportunities in Korea by providing: market assessments, strategy development, partner search & evaluation and market entry implementation. IRC also provides on-the-ground presence providing a permanent, part-time representation for companies developing their business ties in Korea but not yet ready to establish their own operations. Finally, IRC assists in resolving challenges in conflicts in foreign invested organizations in Korea and between foreign and local partners.

IRC’s Managing Partner is a life-long resident of Seoul but has very close ties to Victoria with a family farm in rural Victoria and former Johnson and Johnson Head of Strategic Marketing China, Andrea Ding (Melb Uni, GE Capital 2ic China) and Bill Lang (Harvard Business School, McKinsey, KPMG and Chairman Institute of Advanced Business)

Japan Growth Partners

Profile Summary:
Japan Growth Partners know that establishing a business presence in Japan comes with challenges beyond other markets. Our value is in our ability to be your extended resource to navigate Japan with ease and minimal stress/disruption to your existing business.

We’ll work with you to ensure your business is oriented to maximise value, mitigate risks, pinpoint best market opportunities, determine best moves and accelerate Japanese market entry success.

We are a ‘Japan-specialist-team’ of skilled and knowledgeable international business development professionals that exist to complement your existing organisational resources by adding firsthand exposure to Japanese business operating principals with in-market experience and language capabilities spanning across an array of market segments.

Our expertise serves you in optimising ‘how-to-market’ entry or ‘in-market’ expansion related to bespoke in-market activities, partner profiling/selection, growth planning, relationship building, negotiation support, early market representation, multi-lingual branding and marketing to achieve long-term sustainable and profitable positioning in Japan.
KPMG (Australia)

Profile Summary:
KPMG is answering the call from our clients: Australia’s large corporate and SME sector, industry representative groups and government bodies, to lead the way by providing assistance for those battling with the challenges of market entry and trade growth across Asia and international markets. We are very proud to have worked with many Australian companies who are championing market access opportunities within Asia and together with their experience and our skills, we can provide other clients with insights and open doors so that they can begin their journey, prepared, with knowledge and ongoing practical support. Our team draws on existing service lines and has been assembled to help our clients who are interfacing with Asia by providing a full range of services including:

- Market entry strategy
- Supply chain and procurement
- Customers and exchanges
- Free Trade Agreement reviews
- Transfer pricing
- Incentives from local & international governments
- Trade and economic policy
- Economic modelling and analysis
- Government relations
- Asian regulatory and operational risk management
- Due diligence reviews
- Co-ordinated help on the ground in Asia

We would be delighted to assist you in expanding into Asia and ensure that your business is prepared and meets your market entry objectives through a considered strategy and implementation support.

Service Activity:
Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market:
China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, Vietnam ,

Laneway Consulting

Profile Summary:
We provide Asian Market business development services to Japan and South Korea; providing strategic planning, implementation and hands-on new market development. We also service other Asian markets (Indonesia, Greater China).

With Japanese fluency, we have an extensive in-market network, with 22 years market experience gained at Austrade, Babcock & Brown, KPMG, PwC and recently as Partner at Grant Thornton. Our clients today include Australia’s largest Vitamin brand, an Australian Side fund, plus other Melbourne brands. With experience as Trade Commissioner, Tokyo (2007-2011), we can provide thorough planning and guidance to support your new business. As head of the Philip Morris Japan Marketing Research Department we have sold experience in brand and marketing strategic development into Japan (and South Korea).

We can support your EXPORT PLANNING (one-off consulting, training and workshops) supporting Victorian companies (all sectors plus ADVANCED MANUFACTURING) create robust export plans where we can also support their hands-on implementation.

Profile Summary:
MercuryPM is a specialist strategy and operations organisation which has strength in corporate and business strategy, business transformation, marketing and customer, product & service offer development, supply chain, operations / process optimisation and technology. Our organisation has a very experienced team of senior export market development and strategic business reviews. Already we have worked in a variety of sectors including Automotive, Non-Profit, Medical Equipment, and Health Services.

Export markets of particular focus have been Indonesia, Malaysia, Thailand, Vietnam and India. We have been working with many Australian companies who are championing market access opportunities within Asia and together with their experience and our skills, we can provide other clients with insights and open doors so that they can begin their journey, prepared, with knowledge and ongoing practical support. Our team draws on existing service lines and has been assembled to help our clients who are interfacing with Asia by providing a full range of services including:

- Market entry strategy
- Supply chain and procurement
- Customers and exchanges
- Free Trade Agreement reviews
- Transfer pricing
- Incentives from local & international governments
- Trade and economic policy
- Economic modelling and analysis
- Government relations
- Asian regulatory and operational risk management
- Due diligence reviews
- Co-ordinated help on the ground in Asia

We would be delighted to assist you in expanding into Asia and ensure that your business is prepared and meets your market entry objectives through a considered strategy and implementation support.

Service Activity:
Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market:
Japan, South Korea ,

Madison Cross Australia Pty Ltd

Profile Summary:
Madison Cross is a specialist strategy and operations organisation which has strength in corporate and business strategy, business transformation, marketing and customer, product & service offer development, supply chain, operations / process optimisation and technology. Our organisation has a very experienced team of senior export market development and strategic business reviews. Already we have worked in a variety of sectors including Automotive, Non-Profit, Medical Equipment, and Health Services.

Understanding the complexity of growing into these Asian markets, we provide software technology coupled with services that allow Australian brands to build a strategy, test this strategy and build continued growth, unlocking millions of potential buyers for their products.

Market Engine’s technology platform has been specifically designed to connect global brands to Tmall and Lazada, as well as addressing gaps in logistics, language, culture, currency, overhead and communications. The system is simple to use, secure, scalable and boosts cutting edge digital commerce technology.

Profile Summary:
Market Engine has been helping Australian businesses to unlock their brands to millions of new customers in China and South East Asian markets (Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam) since 2006.

Understanding the complexity of growing into these Asian markets, we provide software technology coupled with services that allow Australian brands to build a strategy, test this strategy and build continued growth, unlocking millions of potential buyers for their products.

Market Engine’s technology platform has been specifically designed to connect global brands to Tmall and Lazada, as well as addressing gaps in logistics, language, culture, currency, overhead and communications. The system is simple to use, secure, scalable and boosts cutting edge digital commerce technology.

Profile Summary:
MercuryPM Pty Ltd works with businesses to assist them with a range of projects where they lack knowledge, resources, networks or just time. The two main areas of focus for MercuryPM include export market development and strategic business reviews. Already we have worked in a variety of sectors including Automotive, Non-Profit, Medical Equipment, and Health Services.

Export markets of particular focus have been Indonesia, Malaysia, Thailand, India and more recently across the Middle East.

MercuryPM has also been active in assisting clients with innovative new marketing and branding strategies and guidance on tender applications and eligibility.

Focusing on the use of new technologies and leveraging extensive international networks, MercuryPM looks forward to partnering with Victorian companies to grow their businesses.

Profile Summary:
Monash University is globally recognised for the breadth and depth of its research. Our strong focus on partnering with industry enables SMEs to work alongside our world-leading researchers and provides them with access to our unique infrastructure and research platforms. Owning the world-class capabilities of Monash University, the Monash Food Innovation Centre opens new pathways to Asia by providing local food producers with the support and expertise to rapidly adapt and develop products for export markets.

By working with us, businesses can access our research expertise and consumer design led services such as early stage market and opportunity identification, product and packaging design and research in areas like food chemistry, value from waste streams, personalised nutrition, food integrity and security. To date, we have helped over 2,500 businesses develop successful innovations in Australia and Asian markets.

The Centre’s end-to-end consumer-led approach uses the latest in science, technology and research to help businesses optimise their products for success. Leveraging the Monash Business School’s deep research and teaching expertise across all commercial and economic disciplines, we can deploy expert capability in programs, content and individual consultants that cover the full range of business and management competencies for Australian and Asian export markets.

Service Activity:
Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact: Dr Angeline Acharya
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International Market:
China, India, Indonesia ,

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Page 6 of 10
Hospitality, Real Estate and FMCG industry.

have worked with numerous government agencies, international brands and Australian well known brands in Education, Travel, Management, China marketing strategy, branding strategy, Public relations, Crisis PR Management Strategic media buy, KOL help business in Australia to reach their target Chinese market in both Australia and China. Our services include China Social Media

Profile Summary:
Deep consumer insights
Identification of operational risks
Access
global network of in-market connections. Our Asia Advisory team is leading the way in providing Victorian businesses with cost effective your journey. We have been helping clients for over 20 years navigate through the opportunities and challenges associated with the

Congratulations on taking the step to grow your business into Asia. PwC’s dedicated Asia Advisory team are here to help you succeed on your journey. We have been helping clients for over 20 years navigate through the opportunities and challenges associated with the region, and we are proud to support our clients expand into Asia. Based in Melbourne, we bring you a local bespoke approach with a global network of in-market connections. Our Asia Advisory team is leading the way in providing Victorian businesses with cost effective strategic insights and practical knowledge. Our clients are at the centre of everything we do and we will work closely with your business to support your entry and growth into Asia.

PwC Australia

Profile Summary:

Marketing and Branding Strategy; Market Development Plan; In-Market Support

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International Market:
China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand, Vietnam ,

Monter

Profile Summary:

Monter Management is a privately owned management consultancy firm. Considered by many in private and public sectors to be specialists in business frameworks, models and strategy to achieve market, revenue, and product growth. Despite increasing interest in our firm, Monter holds privacy and client security in high regard to ensure professional relationships endure. Our areas of practice encompass strategic, organizational, operational and technical issues, always with a focus on generating clear, compelling and measurable outcomes for the client.

The range of these specialties encompass everything from commodities and natural resources to media, entertainment, and high tech. Monter continues to serve businesses and industries of all sizes, helping SMEs establish key foundations to rise up whilst moving the medium, large and enterprise sector to the next stage of growth and performance. By developing, implementing and executing vital strategies into priority markets, our firm continues to deliver meaningful change and measurable results.

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International Market:
China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand, Vietnam ,

Morelink Asia Pacific

Profile Summary:

Morelink Asia Pacific provides marketing and management consultancy services to help Australian companies in doing business in Indonesia. We specialize in looking after the individual needs of our clients who are looking for business opportunities (trading or investment) in Indonesia.

From our base in Indonesia we are able to provide you with market intelligence, marketing advice and in-market support (promotion) and representation for all your trade, business and investment decisions. We operate a business office in Indonesia to reduce your cost, time and risk for you in developing and doing the business in Indonesia. We are your “Eyes, Ears and Voice” for your business in Indonesia.

From our base in Victoria Australia we provide a personalized service with our key clients so that we better understand your business and work with you in partnership to identify and capture quickly your business opportunities in Asia.

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International Market:
Indonesia,

Mulan Group Pty Ltd

Profile Summary:

PCA Directions is a specialist consulting business which helps companies to grow B2B export business with India and neighboring countries. PCA Directions provides strategic business advisory services which include;

• Strategic market research
• In-plant venture facilitation services
• Business start-up establishment support
• Key recruitment and administration support
• Sales, marketing and customer support

The principal and consultants at PCA Directions combine hands on industry and corporate management experience spanning over thirty five years. Their business experience in India spans almost two decades and includes;

• During an eight year period the Indian subsidiary of an niche Australian business grew to employ over fifty staff and generated revenues and profits equal to the Australian parent. The success led the shareholders to accept a takeover offer for the Australian and India business by a UK PLC in 2010
• After less than four years the Indian subsidiary of a medium sized Australian owned international business has grown to employ 100 staff with offices and teams spread across India and generating revenues and profits in excess of the original business case

• In addition PCA Directions has prepared Market entry strategies for several other Australian companies and secured multiple viable commercial contracts for them. We welcome inquiries from companies which meet our own standards of ethics and business practice.

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International Market:
China, Hong Kong, Indonesia, Singapore, Taiwan ,

Padgham & Cox Pty Ltd

Profile Summary:

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• In-plant venture facilitation services
• Business start-up establishment support
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• In addition PCA Directions has prepared Market entry strategies for several other Australian companies and secured multiple viable commercial contracts for them. We welcome inquiries from companies which meet our own standards of ethics and business practice.

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International Market:
India ,

PwC Australia

Profile Summary:
Congratulations on taking the step to grow your business into Asia. PwC’s dedicated Asia Advisory team are here to help you succeed on your journey. We have been helping clients for over 20 years navigate through the opportunities and challenges associated with the region, and we are proud to support our clients expand into Asia. Based in Melbourne, we bring you a local bespoke approach with a global network of in-market connections. Our Asia Advisory team is leading the way in providing Victorian businesses with cost effective strategic insights and practical knowledge. Our clients are at the centre of everything we do and we will work closely with your business to support your entry and growth into Asia.

PwC’s Asia Advisory team are committed to collaborating with you in the following areas:

Know Market assessment and growth strategies Industry insights and competitor analysis Product positioning and pricing

Access
Identification of operational risks Customs and excise practicalities Legal and regulatory considerations

Grew
Deep consumer insights Sales and marketing strategies Implementation roadmaps

We are with you every step along your journey with our cost effective approach. We look forward to a discussion with you on how we can support your business.

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International Market:
China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, Vietnam ,

Sherry Link Communications Pty Ltd

Profile Summary:

Established in 2011, Sherry Link Communications is a Melbourne based China market focused agency. We provide integrated service to help business in Australia to reach their target Chinese market in both Australia and China. Our services include China Social Media Management, China marketing strategy, branding strategy, Public relations, Crisis PR Management Strategic media buy, KOL Engagement, Event and Project Management, Graphic Design, Translation, Copywriting, Website Hosting and Development etc. We have worked with numerous government agencies, international brands and Australian well known brands in Education, Travel, Hospitality, Real Estate and FMCG industry.

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International Market:
China ,
ShineWing Australia Pty Ltd

Profile Summary:
ShineWing Australia is a leading international Asia Pacific accounting and advisory firm with more than 35 Partners in Australia and an 80-year history of serving local and international clients. Our member alliance with ShineWing International gives our clients access to ShineWing China, the largest indigenous Chinese domestic consulting practice, creating opportunities in specialist industries that provide local knowledge and real connections. Under the Asia Gateway Program ShineWing can assist Victorian companies in identifying and securing international market development and export opportunities, mapping pathways and strategies for growth into Asia, gaining new business capabilities to be strategically positioned for growth, and commercialising new products and services in complex Asian markets.

Service Activity:
- Marketing and Branding Strategy
- Market Development Plan
- In-Market Support

Contact:
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International Market:
China, Hong Kong, Japan, Malaysia, Singapore,

Sino Access Pty Ltd

Profile Summary:
Sino Access is a Consulting Company with offices in Melbourne and Nanjing, China which has been providing specialist advice to Australian governments and companies wishing to undertake business in China since 2003. Sino Access specialises in facilitating introductions and business negotiations in the food and agribusiness sector, with numerous projects resulting in multi-million dollar sales outcomes.

Services include:
- Tailored business-matching and negotiation services with importers, retailers and wholesalers in China
- In-depth market research and business development plans
- Building China-focused agri-business networks
- Registering legal entities in China, facilitating legal sales agreements and registering trademarks
- Advising on importing, customs and biosecurity parameters in China

Sino Access has hosted inbound and outbound delegations and facilitated meetings with Victorian agribusiness. We maintain intimate knowledge and contacts in the food sector with China’s major food importers, wholesalers, supermarkets, e-commerce, airlines and food service companies. Sino Access obligations are to our clients. We understand Chinese business customs.

SPARKSEEKER

Profile Summary:
SparkSeeker is not a typical marketing organisation. We are building up a trustworthy team that can be closely integrated with your businesses to tap into the Chinese market opportunities.

All that means, for every single engagement, we will be diligently learning your business, sharing with you up-to-date Chinese intelligence, market know-how and working hand in hand with you to adapt to the fast-changing Chinese market dynamics.

Our core services encompass of Chinese partnership planning, partner and channel identification and evaluation, partnership negotiation, Chinese service offering customisation and post-entry operation support.

Stone Drums Group

Profile Summary:
Stone Drums Group is an integrated marketing service provider that helps businesses and organisations succeed in cross border e-Commerce strategy and operations to China. We provide complete marketing services, including e-commerce TP operations (JD, VIP, Kaola and Tmall), social media marketing (WeChat, Weibo and Weitao), KOL/influencer marketing, brand management, web development, creative design, video production, live streaming eCommerce, Chinese SEO/SEM, logistics & warehousing and business consulting.

Stone Drums Group has partnered with many leading Chinese service provider to support our clients in their success in China. We are official partner with JD.com, Sicheng International Logistics (JV of Australia Post and China Post), Qihoo 360, China International Beauty Expo (CIBE), Global Connectors and many other leading organisations. Stone Drums Group held 1st Australia-China cross-border live streaming shopping festival, 1st Australia China Digital Economy Forum, operated Australian Pavilion of CIBE 2016 and also managed B2B live streaming for Alibaba eCommerce Expo in 2017.

Taste Collective

Profile Summary:
Taste Collective is a marketing and brand strategy consultancy for food and beverage brands in China. Headquartered in Shanghai, Taste Collective has a combined 20+ years working in the hospitality and marketing sectors, with a focus on experience-driven solutions for brands to build a deeper connection with consumers.

The Export Group Ltd

Profile Summary:
The Export Group is in-market support agency focused on assisting FMCG companies wanting to sell within all channels of China and Hong Kong. Experienced professionals who have successfully launched and managed major Australian brands within China and Hong Kong. With offices in China, Hong Kong and Australia we are able to assist companies develop and execute the right export strategy for China.

The Gaibo Agency

Profile Summary:
The Gaibo Agency provides in-market support in the China and Indian Markets. Focusing on the tourism and leisure sectors Gaibo has a registered offices in Shanghai and Indiamahal over 11 staff. In China and India, the agency represents brands such as Sovereign Hill, National Gallery Victoria (NGV) Melbourne Short Stay Apartments, Avalon Airports, Zoos Victoria, Autopia Tours to name a few.

With over 20 years experience in the tourism sector The Gaibo Agency can assist with providing in market representation, social media strategies strategic planning and research.
The Silk Initiative

Profile Summary:

As a food and beverage brand trying to expand its footprint within China and Asia, it can almost seem impossible. From understanding the unique consumer landscape to evaluating the competition, lacking the right brand and business strategy can be detrimental.

The Silk Initiative (TSI), a Shanghai based insights-driven brand consultancy giving packaged food and beverage brands the strategic direction they need to understand, enter and prosper within the Chinese market. Armed with the perfect combination of insight, strategy, innovation, and design, TSI bridges the gap between brands and consumers in China. By leveraging their expertise in the food and beverage industry to distil the mysteries of the Chinese consumer, they’re here to ensure that their client’s brand will thrive.

TSI provides brand consulting from determining new market opportunities and positioning strategy, brand development, product innovation, pack and key activation visual design, launch agency selection, launch preparation and in-market marketing.

TSI works has a strong working relationship with Chinese companies including Bulla Dairy, SCP, Simplkt, Patties Pies, Burra Foods as well as global giants such as Campbell’s, PepsiCo, Unilever, General Mills, Pizza Hut, Arla, Tyson, Mars Wrigley. All brand strategies are based on extensive consumer understanding, using world-class research techniques by their expert team based in Shanghai.

The Walk Agency

Profile Summary:

Marketing, technology and consumer expectation are always changing. Meet the integrated marketing agency that can help you stay a step ahead.

Integrated marketing is our core strength at The Walk. Whether it’s print digital or video, for a website, an exhibition or promotional advertising, an idea should live and grow across a range of media. The target audience journey should be punctuated with timely, relevant and contextual reminders of the campaign messaging, which is why we’ve made the ability to expertly execute across a range of media, marketing sectors and geographies intrinsic to our agency model.

Smart, effective and measurable are the watchwords at The Walk. We believe that insights and analysis coupled with agility is increasingly essential to delivering results in rapidly evolving business and marketing landscapes. Talk to The Walk and see how we can offer your business a great return on imagination.

Tradeworthy

Profile Summary:

Tradeworthy-APCO’s Trade & Market Access (TMA) team helps companies expand into Asia. With 11 of our 30 global offices located in Asian capitals, we help companies understand true market opportunities, how to navigate tricky local regulation and to determine the most effective market entry strategies.

Our team are deep experts in their local markets - working with you to develop the localised brand proposition, to ensure your market visits are worthwhile and to qualify potential local business partners.

Our key tools include the Market Entry Playbook (everything to get products & services into a market), our Export Strategy (comparing key markets) and our Non-Financial Due Diligence (everything you want to know about your potential local partner).

United Media Solution

Profile Summary:

UMS is a full service agency helping brands to build up their online and offline presence in China. Our services include: Weibo/WeChat Management, Creative Campaigns, Company IP Development, Chinese Website Localisation, Video Editing/Subtitling and E-PR. We help clients to design tailored service based on their business needs.

XPotential

Profile Summary:

XPotential™ in partnership with Export Connect and Chinese Language and Cultural Advice (CLCA)

Together, we offer an integrated approach to the rapid commercialisation of Food & Agribusiness export opportunities.

Mike Harley (XPotential) and Najib Lawand (Export Connect) are Food and Agribusiness export experts. Jing Cao (CLCA) joins the team to provide specialist cultural and marketing advice on building business success in China.

We are pragmatic, commercially astute executives with real-world export experience; providing a consultancy and advisory service that offers bespoke, practical advice, pre-qualified in-market connections and brand activation. Our goal is to help achieve sustainable business results while building new capability. Working with Business, Government and Industry, we embed the capabilities that drive growth by training and consulting to over 100 SMEs in export planning and business development across Australia. Our established network of over 1,000 buyers, suppliers and industry stakeholders provides us with current information, tips, leads and collaborations, making us the industry’s trusted advisor.

XSALLARATE PTE. LTD.

Profile Summary:

XSallarate is an advisory firm focused on strategic, marketing and growth consulting, M&A and capital raising for the technology and services sectors. XSallarate is different from standard advisory firms or venture firms in being able to understand and improve a business at multiple levels:

- strategic (markets, segments, directions, products);
- operational (sales implementation, cashflow planning, financial forecasting, stock control and business metrics);
- M&A (planning and executing acquisitions or spin-offs) and
- capital planning (directions on securing capital and driving toward an exit).

The Victorian Chamber of Commerce and Industry

Profile Summary:

The Victorian Chamber of Commerce and Industry is part of the global chamber of commerce network - the oldest most trusted trading network in the world.

The Chambers leverage these networks and know-how to support businesses to trade globally.

The Chamber gives businesses exceptional access to key decision makers within markets that typically take decades and great expense and risk to develop.

The Victorian Chamber support businesses with a comprehensive offering including market research, business partners validation and introduction, in-market support, marketing and promotion to maximise business sustainability and success.

XSI provides brand strategy consulting from determining new market opportunities and positioning strategy, brand development, product innovation, pack and key activation visual design, launch agency selection, launch preparation and in-market marketing.

XSI helps clients to design tailored service based on their business needs.

We are pragmatic, commercially astute executives with real-world export experience; providing a consultancy and advisory service that offers bespoke, practical advice, pre-qualified in-market connections and brand activation. Our goal is to help clients achieve sustainable business results while building new capability. Working with Business, Government and Industry, we embed the capabilities that drive growth by training and consulting to over 100 SMEs in export planning and business development across Australia. Our established network of over 1,000 buyers, suppliers and industry stakeholders provides us with current information, tips, leads and collaborations, making us the industry’s trusted advisor.