

## Your bridge to Asia

At Asia Market Entry, we lay all the foundations for software businesses to build a successful sales pipeline to qualify their market entry into Asia. We ensure low risk, high return expansion, all managed with relevant cultural knowledge.

## The AME Discovery Workshop™

A one-hour facilitated session designed to help leaders and decision-makers of B2B Technology Companies identify and prioritise the key problem statements that are holding them back in generating revenue in the Asia market

### Entering the Asian market is a complex undertaking, and every business is different.

To ensure your best chance at success, our team of market experts, who have significant experience helping technology companies grow sales revenue in Asia, will conduct the workshop in through an online / physical meeting, with the goal of helping you get clarity on what is the most important market entry issue that your team should solve first.

### Workshop Objectives

What you can expect to achieve in 1-hour

#### UNDERSTAND

Gain a deeper understanding of the challenges and opportunities that exist in Asia

#### IDENTIFY

The key problem statements that are preventing your company from generating revenue or expanding successfully

#### EXECUTE

Develop a plan for tackling those problem statements and prioritise the most crucial Problemunity™ to start your Asia journey right

### Recommended Participants

Who will benefit the most from the 1-hour workshop

If you're a

- B2B Technology Company
- Selling a product, not a service
- Have a proven business model in your home market
- Keen to expand your business in Asia

OR, you relate to one of these problem statements:

- *Are you a technology company looking to generate revenue in the Asian market but struggling to do so?*
- *Are you starting to get inquiries from Asia but not sure how to close the sales?*

### WHO SHOULD ATTEND?

Our one-hour workshop is designed specifically for decision makers with a vested interest in their B2B Technology Company's growth in Asia.

To maximise the value from our 1-hour session, we highly recommend to engage and invite along at least 2 of the following stakeholders:

- Chief Executive Officer / Chief Revenue Officer
- VP of Sales / VP of Channel
- Head of Growth / Head of APAC



Brought to you in partnership with the Singapore Economic Development Board



**BOOK US ON EDB'S THE WORKSHOP PLATFORM**

OTHER QUESTIONS: [contact@asiamarketentry.com](mailto:contact@asiamarketentry.com)

[www.asiamarketentry.com](http://www.asiamarketentry.com)

HEAD OFFICE: 56 A&B BOAT QUAY, SINGAPORE 049845 | INTERNATIONAL OFFICES: SYDNEY TAIPEI LONDON SEATTLE