



Bridging cultural and business gaps between East and West



guidance • counseling • realization
help • direction • information • hint
• implementation • views • pointers
recommendations • opinions • tips
guidelines • ideas • suggestions •
input • words of wisdom • guidance



OUR STORY IS YOUR STORY

A few Swiss professionals moved to Asia many years ago to establish themselves professionally and privately. Along the way, a lot of know-how in the region was gained. We have experienced great successes, met interesting people and were at the same time also faced with many challenges. We are keen to share our deep insight and expertise that we have accumulated. Through our platform, we grant access to a pool of local services, provided by a team of experienced industry experts. We know how to delicately balance between our Swiss ways and the customs of the region. We have a blend of generations X, Millennials and Z, guaranteeing that we understand your needs.



Marc Werder
Partner



Yves R. Becher
Partner



Andreas Vogelsanger
Network Partner



Binh Thai
Associate
Partner



Dr. Peter Lampl
Associate
Partner



Industry Experts





Our team closes the gap between traditional business and the 4th industry revolution and speaks your language German and French. We are at home here in Asia, a place with almost infinite opportunities. Our focus is to facilitate the business expansion of Swiss SME's & startups in the region. We work out the best possible foundation to enable decision-making in every business cycle. We are honest, straight-forward and transparent. Talk to us. We are pleased to listen.

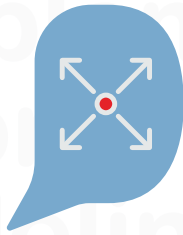
OUR SERVICES

We are passionate to share our deep insight and expertise that we have gained. Our services are divided into five main categories.



In each of these domains, we guide and support our clients through their venture from market analysis over strategic planning to implementation, while assuring fast and sustainable results.





Market Entry & Expansion



With broad and deep local market knowledge and an international approach, Swiss Advice is supporting Swiss and other European SME and new businesses to enter into ASEAN markets. The Asian Economic Community (AEC), and especially Thailand offer exciting opportunities for enterprises seeking to expand their business. The combined ASEAN countries rank with regard to size, population and economic growth as the 5th largest market worldwide. Market entrants however are facing challenges ranging from cultural business behavior and language barriers, over legal frameworks to access of validated business data and sustainable sales channels.

Establishing an operation in these countries can be very time-consuming and expensive. Swiss Advice's expertise helps their clients overcome these challenges and facilitates market access. With our proven methodology we minimize costs & risks and maximize our clients' returns.

Specialities

- Market Search
- Market Insights B2B, B2C and more
- Feasibility Study
- Market Entry Strategy
- Step-by-step go to market implementation roadmap
- Business Process Outsourcing Facility Evaluation
- Supply Chain Analysis
- Supply Chain Strategy
- Supply Chain Risk Management
- Negotiation Support
- Legal Permits & Administration
- Fund raising



Mergers & Acquisitions

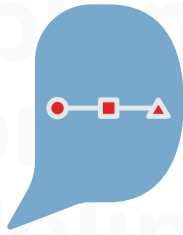


Business expansion through mergers & acquisitions is another valuable way to enter ASEAN countries. Swiss Advice supports SME's and new businesses in setting-up M&A and joint ventures, and also matches innovative new ASEAN businesses with Swiss companies. Our experienced team applies a proven analysis and simulation method coupled with the maintenance of a broad network within ASEAN. We assist companies throughout the acquisition process or in establishing a joint venture. To assure successful M&A or JV's we are linking acquisition strategy, due diligence and merger integration.

We accompany our clients after a successful transaction as a local resource with advice and execution on an operational level or for strategic adjustments as needed.

Specialities

- Target & Partner Evaluation
- Operational & Financial Due Diligence
- Legal Permits and Administration
- M&A Advisory
- Joint Venture Set-Up
- Post-merger integration
- Fund raising
- Partner Search and Evaluation
- Set up of Meetings & Introduction
- Selection of most suitable business partners
- Risk management and mitigation strategy
- Asian start-up venture feasibility studies for joint market entry in Switzerland or Europe



Supply Chain Management & Sourcing



Open markets enable companies to source materials and outsource production to suppliers in developing and emerging economies such as the ASEAN countries. Compared to large firms, who benefit from cross-border supply chain management, small and medium enterprises (SME's) are often lagging behind in recognizing how integrated supply chain can drive astonishing changes in business processes in order to achieve better results related to quality services, cost reduction and efficiency.

Swiss Advice aims to support SME's with contemporary holistic services from demand, sourcing and procurement, production and logistics processes management to embedding environmental, governmental and socio-cultural aspects. In an initial phase, we mainly provide services in the areas of supply chain market analysis, strategic and low-cost country sourcing and procurement support.

Specialities

- Country/Region Analysis & Assessment
- Supply Market Analysis
- Supply Chain Strategy
- Strategic Sourcing
- Low-cost Country Sourcing
- Negotiation support
- Supply chain Diagnostics
- Supply chain Risk Management
- Category Assessment
- Procurement Optimization
- Strategic Cost Management & Spend Analysis
- Business process Re-Engineering



Managed Business Development



ASEAN, in particular South East Asia contains the majority of the fastest growing economies, and its growing middle-income population is attracting not only large-scale companies to expand their businesses in the region. However, after considering the limited network, know-how, resources and financials, a market entrance for SME's & startups can be challenging. With our local knowledge, expertise and strong network we can facilitate a smooth market entry and thereby commercialize your products and services within ASEAN countries.

For a designated period of time, we act as an extended business unit under your branding and control. Under the umbrella of Swiss Advice in Bangkok, we can minimize market entry risk by doing the heavy lifting for you. With our support, you can keep initial investments low and reduce time spent exploring new markets in the region.

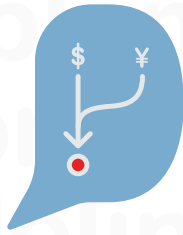
Specialities

Execution

- Managed Business Unit Platform
- Profit & Loss Reporting
- Direct & Indirect Sales and Networking
- Digital Marketing, PR & Event Management

Strategic

- Sparring with organizational executives
- Conceptualizing ideas and confidential projects
- Strategy Development
- Development of ROI plan



Foreign Direct Investment



The establishment of the ASEAN Economic Community (AEC) in 2015 has set up ASEAN as a single market that facilitates free flows of goods; and freer flows of services, investment, capital and skilled labor within the region. Thailand and the Philippines, but not limited to other ASEAN countries have the potential for further progress and expansion. Some can even become the center of a new economy in the region and serve investors as a link to other fast-growing economic markets.

In the last few years, both countries experienced double-digit growth in foreign direct investments (FDI's), supported by the promotion of specific established & new industry zones and various tax and non-tax incentives. Swiss Advice is focused on supporting SME's with FDI Services for business enhancement or diversification.

Specialities

- Business Trend Analysis
- Emerging & Developed Market Evaluation for Investment Pockets
- Privat-Public Party Orchestration
- Negotiation support

CONTACT US



Thailand

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Population : 69 Million
GDP : 438 B USD
GDP growth : 3.9% (2017)



Switzerland

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5400 Baden

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Population : 8.3 Million
GDP : 698 B USD (2017)



Philippines

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Salcedo Street, Legaspi Village
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Population : 103 Million
GDP : 313 B USD
GDP growth : 6.7% (2017)



ASEAN - 6

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Population : 636 Million
GDP : 2.5 T USD
GDP growth : 4.8% (2017)



**SWISS
ADVICE.**

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