



**Grow  
in ASEAN  
Business Development  
As a Service**



# What drives us?

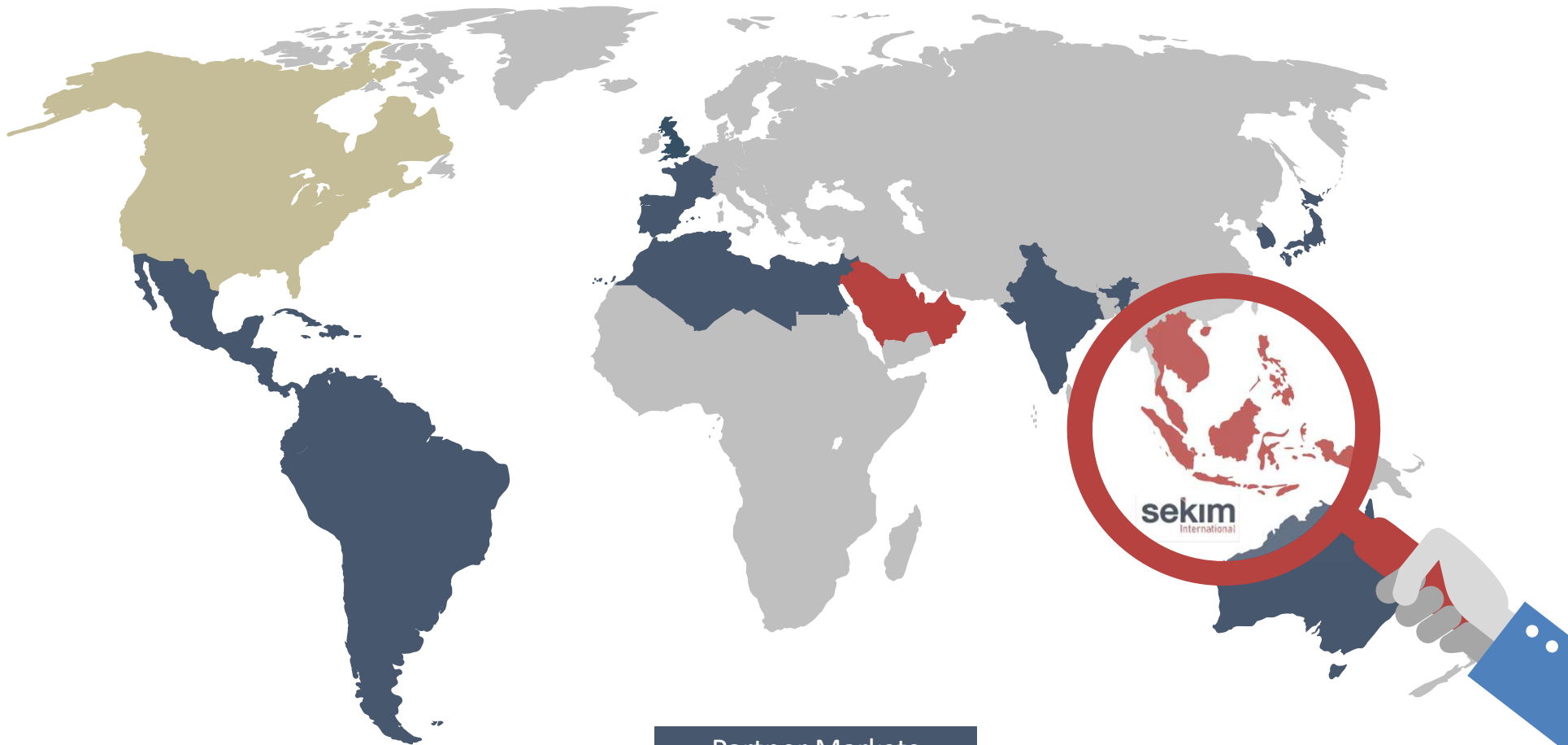
We are driven by the desire to help the small grow **and challenge large corporations**

We are experienced professionals looking to put our knowledge and skills at the service of those who need it most. We are dreamers with our feet on the ground to act and drive change one step at a time.

We want to contribute to a more even distribution of wealth, by enabling the creation and development of start-up and SMEs. We believe that the small companies will be an important driver of future economic development in our communities, helping more families put food on the table and more children get a quality education.

To achieve this purpose, we collaborate with likeminded local and international partners that complement our capabilities and expand our global reach.

# Business Development Agency



Partner Markets

Coming Soon

# Why ASEAN?



## Growing Middle Class

The increase in purchase power will lead to growing demand for consumer products and services.



## 650+ million Population

ASEAN represents 9% of the world's total population. The region is comprised of 10 countries with Singapore playing a regional hub for trade and general services.



## Strong Industry & Manufacturing

ASEAN markets offer global manufacturers with skilled, young and relatively lower cost labor.

# Business Development Agency

**Less reports, more results.**

We help companies grow in ASEAN by becoming a trusted advisor and part of their regional execution team, focused on results.



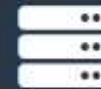
## Growth Planning

We help you understand your target markets, define a growth plan, explore financing options and prepare your teams for execution.



## Lead Generation

We generate leads for your sales team to close by building your digital lead generation system and giving you access to our back office sales team.



## Outsourced Sales

We give you access to a shared regional sales team present in the main ASEAN markets to manage the sales process and represent your interests.

# RESEARCH, PLANNING & TRAINING

In SEKIM International we will help you understand the key opportunities and challenges that ASEAN represents before embarking on this journey. Once you decide to grow in the region, we will be there along the way to help define and execute your sales and marketing plans so you can move forward with confidence and determination.



## Research and Planning

We assess opportunities and challenges that the different markets in the ASEAN region represent to define an effective expansion plan. How do we achieve this?

- Sizing the opportunity each market represents
- Identifying and engaging with potential customers, partners and suppliers
- Understanding the real strengths and weaknesses of competitors
- Defining actionable plans and milestones
- Helping you find financing options



## Training and Skill Development

We provide training courses to help companies increase the effectiveness of their sales and marketing activities and understand how to do business across ASEAN.

Our training programs include:

- New Business Development
- Lead / Demand Generation (integrating digital and non-digital assets)
- Account Management

# LEAD GENERATION

Sales teams are costly and should focus on closing sales. Through digital marketing and telesales teams, we help you explore the market, identify prospects and generate leads at a fraction of the cost.

## Our 4 step approach

01

### Segmentation & Value proposition

As a first step, it is essential to segment the market, understand your target customer profiles and define a clear value proposition to address each of their core needs.

02

### Engaging Content Generation

We produce a wide range of animated and non-animated content to attract your customer's attention and convey your value proposition in a simple and quick way.

03

### Digital Asset Development

We build landing pages, email automation engines, SEO optimized websites and e-commerce portals that convert traffic to enquiries or sales transactions.

04

### Outreach Campaign Management

We use the content and assets as part of coordinated outreach campaigns either through digital channels or through our back-office telesales teams.

RESEARCH, PLANNING & TRAINING

LEAD GENERATION

OUTSOURCED SALES

# OUTSOURCED SALES

We give start-ups and SMEs access to a shared regional sales team, avoiding the headache of recruiting and dealing with local employment laws.

In particular we will:

- Quickly build your sales capabilities in ASEAN
- Introduce your solutions to our active regional distributor and partner network



**Erneli**

Area Sales Manager  
Philippines



**Ichwan**

Area Sales Manager  
Indonesia



**Phatcharin**

Area Sales Manager  
Thailand



Local Support Teams





# References

## International Lead Generation Projects

### Industrial & Construction

1. USA Group (Spain – CNC Machining): Thailand lead generation
2. Cypet (Cyprus – Bottle making machines): Thailand & Vietnam Lead Generation
3. Besco supplies (Singapore – Building Supplies): Indonesia lead generation
4. Elephant Projects (Spain – Stand manufacturing): Singapore lead generation

### Technology & SAAS

1. Submer (Spain – Data Center Cooling): Thailand & Philippines lead Generation
2. Resonance (India – SAAS): Singapore partner search and lead generation
3. Lumapilot (Singapore – SAAS): Vietnam partner search and lead generation

### Consumer

1. Viridian (UK – Vitamins): Thailand partner search and lead generation
2. Pedro Ortiz (Spain – Sofas): Singapore partner search and lead generation
3. BSI Winery (Spain – Wine): Singapore partner search and lead generation
4. Agrucapers (Spain – Food): Singapore partner search and lead generation

# References II

## International Growth Strategy Consulting Projects

1. Kids Club Spanish School (Spain – SAAS): Asia strategy and search for investors
2. USA Group (Spain – CNC Machining): ASEAN opportunity assessment and growth plan
3. Besco Supplies (Singapore - Building supplies): Digital strategy, digital asset development (web, landing pages, animations, email automation, new sales presentation)

## Regional Representation – Industrial and Safety Brands

1. Irudek (Spain): South East Asia, South Korea and Middle East
2. EGA Master (Spain): South East Asia, South Korea
3. Panther Safety (Italy): South East Asia, South Korea
4. IMA Abrasivi (Italy): South East Asia, South Korea
5. Inteman (Spain): Middle East
6. Nabakem (Korea): Middle East, Philippines
7. Aplus Safety (Singapore): South East Asia and Middle East
8. FIAM (Italy): Indonesia and Philippines

Gracias | Thank you  
감사합니다 | ありがとう | 謝謝 | 谢谢  
cảm ơn bạn | Terima kasih

ขอบคุณ | Salamat  
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