

List of Registered Service Providers by Name - Asia Gateway Stream

As at 22 March 2019

ACASE 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 starts-ups visit Asian markets to understand the potential, fine tune product design for these markets and seek financial and market support.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

China, Hong Kong

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 trust laden 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Ms Jean Dong
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Mobile : +61 433 808 841
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International Market :

China, Hong Kong

ALTIOS International

Profile Summary :

ALTIOS is an accelerator for international growth. We provide international expansion and cross-border investment services for SMEs at every stage of their external development. ALTIOS 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.

ALTIOS' services include: market entry & expansion, business development, market assessments & qualification, investment strategy, cross-border acquisition, greenfield & brownfield investments.

Service Activity :

Market Development Plan
In-Market Support

Contact : Mr Robert Hossary
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Website : www.altios.com

International Market :

China, Hong Kong, India, Singapore

ANDERSON'S BUSINESS FACILITATION SERVICES PTY LTD

Profile Summary :

At Anderson's we help companies achieve export success by research 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 1991 including 3 years as a Project Manager for Austrade's Export Access program where I worked closely with SMEs to get them into Asian and other markets.

For professional, independent export facilitation services, let me work with you in exploring international opportunities and achieving your export goals.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Mr Mike Anderson
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International Market :

China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand, Vietnam

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.

Service Activity :

Market Development Plan
In-Market Support

Contact : Nicola Gibbs
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International Market :

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

Bastion S&GO

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&GO 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Olivia Bowden
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Website : bastionsgo.com.au

International Market :

China

beanstalk AgTech

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 innovating 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 understand 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 localised branding strategy targeted towards Asian customers
4. In-market support to undertake customer testing and partnership development.

Service Activity :

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

Contact : Mr William Taing

Job Title : Director

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Mobile : +61 404 459 018

Website : www.beanstalkagtech.com

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

Contact : Mr Blair Triplett

Job Title : Founder & Managing Partner

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Website : www.believebranding.co

International Market :

India, Japan, Malaysia, Singapore, 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, unflinching 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

Contact : Ms Sue Lynne Cui

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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 AusBiotech 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 China 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 compliancy
- Partner relationship development

Service Activity :

Market Development Plan In-Market Support

Contact : Mr Rob Scott

Job Title : Director

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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 100 brands including the State Government of Victoria, ANZ Bank, Pental, Bemco, Select Harvests 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 AFR. 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

Contact : Mr Mark Tanner

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Website : https://www.chinaskinny.com

International Market :

China

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
In-Market Support
Intellectual Property
Product Development
Intellectual Property
Industry Standards
Implementation & Certification
Branding Strategy
Marketing Strategy

Contact : Mr Scott McGillivray

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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

Contact : Ms Cynthia Dearin

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Website : www.dearinassociates.com

International Market :

China, Hong Kong, India, Indonesia, Malaysia, Singapore

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 oriented 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

Contact : Mr Stephen Dowling

Job Title : Director

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Website : www.dowlingconsultancy.com.au

International Market :

China, Hong Kong, India, Indonesia, Japan, Malaysia, 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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Website : www.eastwestacademy.com.au

International Market :

India

Focalise Consulting Pty Ltd

Profile Summary :

Campbell MacKintosh of Focalise Consulting Pty Ltd works with small and medium sized businesses to achieve breakthroughs in expanding into Asian markets through export activity, driving growth and profitability.

Campbell's expertise is based on over 20 years of first-hand experience of living and working in Asian markets, developing successful businesses for companies including BHP Steel and Boddingtons Australia. Through this extensive experience, Campbell has an unrivalled understanding of how to capture export opportunities that await small and medium Victorian businesses in Asia.

Campbell shares his expertise and experience directly with Victorian businesses, through a proven and practical four (4) step process of Evaluate, Plan & Build, Launch and Grow.

He focuses on robust market research, development of strong relationships, embracing cultural differences and business practices in different Asian countries and an in-depth understanding of how a company's products and services need to be adapted for Asian markets. His mantra is "Think Global, Act Local".

Service Activity :

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

Contact : Mr Campbell MacKintosh

Job Title : Principal | Director

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Website : www.focaliseconsulting.com.au;
www.theasianopportunity.com.au

International Market :

China, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand

Food Innovation Centre at Monash (FIC)

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. Drawing on 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 Achariya
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Website : www.foodinnovationcentre.com.au

International Market :

China, India, Indonesia

GAO Group

Profile Summary :

GAO Group International (GAO) is an international management and marketing agency specialising in the Asia Pacific region. We offer a range of strategy, marketing and creative services for clients looking to grow their business in the international market.

GAO works with clients across a range of industries, however primarily focuses on the tourism and aviation; retail and hospitality; food and wine; and sports, arts and major events sectors.

With extensive international marketing, trade and business development expertise, a team of in-house multilingual staff (Chinese, Japanese and English) and established networks throughout Asia, GAO provide tailored end-to-end solutions that help companies develop new business and capitalise on the long-term growth opportunities arising from Asia.

Services include consumer research; strategy and planning; product/experience development; trade and stakeholder engagement; partnership development and business introductions; brand strategy; integrated sales, marketing and PR programs; translation; and multilingual graphic design.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Mr Lindsay Goding
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Website : www.gaogroupinternational.com

International Market :

China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan

Grant Ready Pty Ltd

Profile Summary :

The Chinese Government offers millions of dollars each year to attract R&D companies, wanting to commercialise their technology into China. Australian companies are well regarded and highly competitive in attracting funds. Especially those in desired industries and technologies.

We provide support to develop a commercialisation pathway and to access funding (\$1-3M AUD). We assess your current position and work with you to complete any gaps in your business strategy or development plan, to ensure you are market ready for China.

Our China team apply their local knowledge and experience to ensure the approach can be implemented and we work hand-in-hand to provide support to offer an effective commercialisation pathway, on the ground, in China. This includes securing your IP and potentially accessing additional investment, should you need it.

Our approach is collaborative and practical. We offer real hands-on support to deliver proven results.

(Created from an application form on the Grants portal)

Service Activity :

Market Development Plan;
In-Market Support

Contact : Mr Adrian Spencer
Job Title : CEO
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Mobile : +61 400 113 914
Website : www.grantready.com.au

International Market :

China, Hong Kong

Grant Thornton Australia Ltd

Profile Summary :

Grant Thornton is one of the world's leading organisations of independent assurance, tax and advisory firms.

Grant Thornton has developed a particular strength in the provision of services to the small to medium enterprise ('SME') market. Grant Thornton provides specialist services, business advice and growth solutions to SME organisations with a focus on helping them unlock their potential for growth.

Grant Thornton's deep experience in the SME sector provides us with the ability to understand the unique issues and constraints that SME business face on a daily business level and during its life cycle.

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

Gush Creative Pty Ltd

Profile Summary :

Asia Point is a boutique consultancy firm that specialise in expanding our client's businesses in offshore markets to ensure increased profitability and growth.

We are a team of dedicated Australians on the ground in Vietnam and China markets. With our offices in Melbourne, North and South China and Vietnam we can provide the following services:

1. Industry research
2. Brand and marketing strategy
3. Supply chain and procurement support
4. Staff recruitment
5. Business licencing 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

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

(Created from an application form on the Grants portal)

Service Activity :

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

Contact : Mr Andrew Fox
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International Market :

China, Vietnam

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.

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.
- Offline events (Australia and China based).
- Live Streaming (we have 6 studios in our Victoria office); and
- 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.

Service Activity :

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

Contact : Mr Tim Brown

Job Title : Head of Business Development

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Phone :

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Website :

International Market :

China, Hong Kong, Indonesia, Malaysia, Singapore, Thailand, Vietnam

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)

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Mr Bill Lang

Job Title : Executive Chairman and Director

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Website : www.iabs.edu.au

International Market :

China, Hong Kong, Malaysia, Singapore, Taiwan

IRC Consulting

Profile Summary :

IRC 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 to 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 immediate family living in Melbourne.

(Created from an application form on the Grants portal)

Service Activity :

Market Development Plan;
In-Market Support

Contact : Mr Peter Underwood

Job Title : Managing Partner (CEO)

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Website : www.ircconsultingkorea.com

International Market :

South Korea

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
- Customs and excise tax
- 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 Asia 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 \$80b fund, plus other Melbourne brands. With experience as Trade Commissioner, Tokyo (2007-2012), we can provide thorough planning and guidance to support your new business. As head of the Philip Morris Japan Marketing Research Department we have solid 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

Contact : Mr Richard Gruppetta

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Website :

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 consultants who have been on both the Executive Team of many small, medium and large organisations as well as having been partners and senior consultants across all of the major global consulting organisations. The focus of Madison Cross is development and implementation of practical strategy that delivers real results to organisations.

Service Activity :

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

Contact : Mr Tony Karabatsas

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Website : www.madisoncross.com.au

International Market :

China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, South Korea

Market Engine Global Pty Ltd

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 boasts cutting edge digital ecommerce technology.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

China, Hong Kong, Indonesia, Malaysia, Thailand, Vietnam

MercuryPM Pty Ltd

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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

India, Indonesia, Malaysia, Thailand

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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

Indonesia

Pricewaterhouse Coopers - PwC (VIC)

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

Grow

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.

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

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 servicing 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

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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-focussed 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

China

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, Saicheng 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

China

The Export Group Ltd

Profile Summary :

Asia based consultancy and in-market support agency focussed 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

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 Indian with over 11 staff. In China and India, the agency represents brands such as Sovereign Hill, National Gallery Victoria (NGV) Melbourne Short Stay Appartments, 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 planing and research.

Service Activity :

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

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International Market :

China, Hong Kong, India

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), is 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 dispel the mysteries of the Chinese consumer, they're here to ensure that their client's brand will thrive.

TSI 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 monitoring.

TSI works has a strong working relationship with Victorian companies including Bulla Dairy, SPC, Simplot, 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

China, Hong Kong, Malaysia, Singapore, Taiwan, Thailand, Vietnam

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 timeous, 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.

Service Activity :

Marketing and Branding Strategy
Market Development Plan
In-Market Support

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International Market :

Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Vietnam

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).

Service Activity :

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

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.

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

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 specialists. 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 target 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.

Service Activity :

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International Market :

China, Hong Kong, Indonesia, Malaysia, Singapore, Thailand