Market Entry into ASIA PACIFIC

KILSA GLOBAL

Global Growth by
Local Teams | Partners | On-Demand

KiLSA

KILSA Global: Sean Tan Bio

South East Asia

Sean Tan

Senior Managing Partner

& Co-Founder

Linkedin

Sean Tan has over 20 years of working experience in both corporate and entrepreneurship. He spent the first 12 years of career in the software analytics and banking industry. Sean is one of the early pioneers in the predictive analytics space during early 2000s and later specialized in technology sourcing, business development, complex deal negotiations. He has also dealt with belt-road initiatives pertaining to the renewable energy sector.

He held various global management positions in multinationals SPSS (acquired by IBM), SAS, Citibank and Standard Chartered Bank. He continues to pursue the entrepreneurial journey which he started at the end of 2011.

Currently, he is the Co-Founder and Senior Managing Partner of KILSA Global. Sean also holds advisory roles in Singapore/foreign based companies in the social, environmental, healthcare and wellness sectors.

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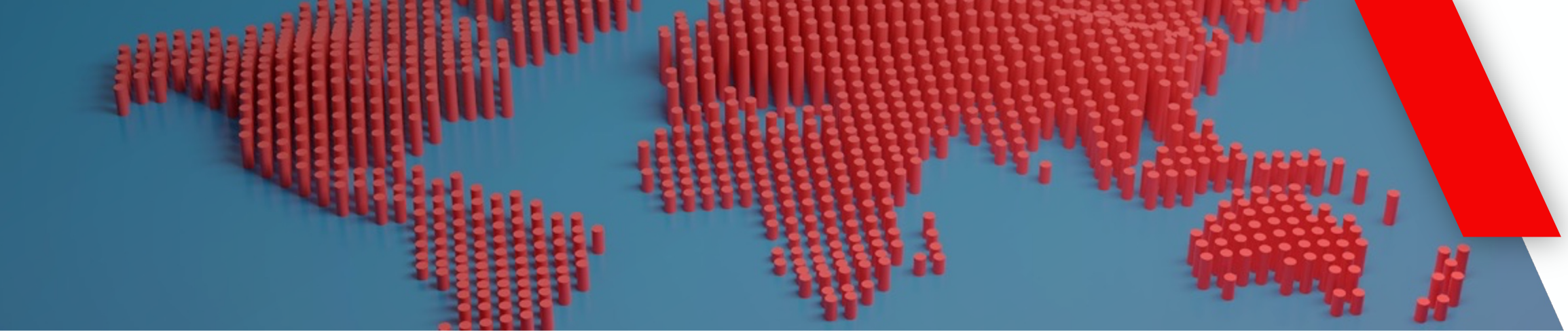

“What are your considerations for business expansion in a new market?”

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“What are your considerations for business expansion in a new market?”

- Market Research
- Entry Strategy
- Company Incorporation
- Strategic Alliance
- Local Offices
- Distribution Channels
- Exporting
- Joint Ventures
- Local Competitive Landscape
- Localization
- Local Partnerships / Ecosystem
- Regulatory compliance
- Management Team
- Customer Recognition
- Cultural Adaption
- Market Demand
- Marketing Strategy
- Project Management
- Brand Recognition
- Financial Investments
- Intellectual Property
- Local workforce and Presence
- Customer Service
- Licensing Permits
- Product Adaption
- Exit Strategy
- Supply Chain Management

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“What are your considerations for business expansion in a new market?”

- MARKET
- MARKET
- LEGAL
- DISTRIBUTION
- INFRASTRUCTURE

- DISTRIBUTION
- INFRASTRUCTURE
- LEGAL
- MARKET
- MARKETING

- DISTRIBUTION
- LEGAL
- HUMAN RESOURCES
- CUSTOMER SERVICE

- CULTURE & SOCIAL
- MARKET
- MARKET
- CUSTOMER SUPPORT
- MARKETING

- FINANCE
- LEGAL
- HUMAN RESOURCES
- CUSTOMER SERVICE

- LEGAL
- MARKETING
- FINANCIALS
- INFRASTRUCTURE

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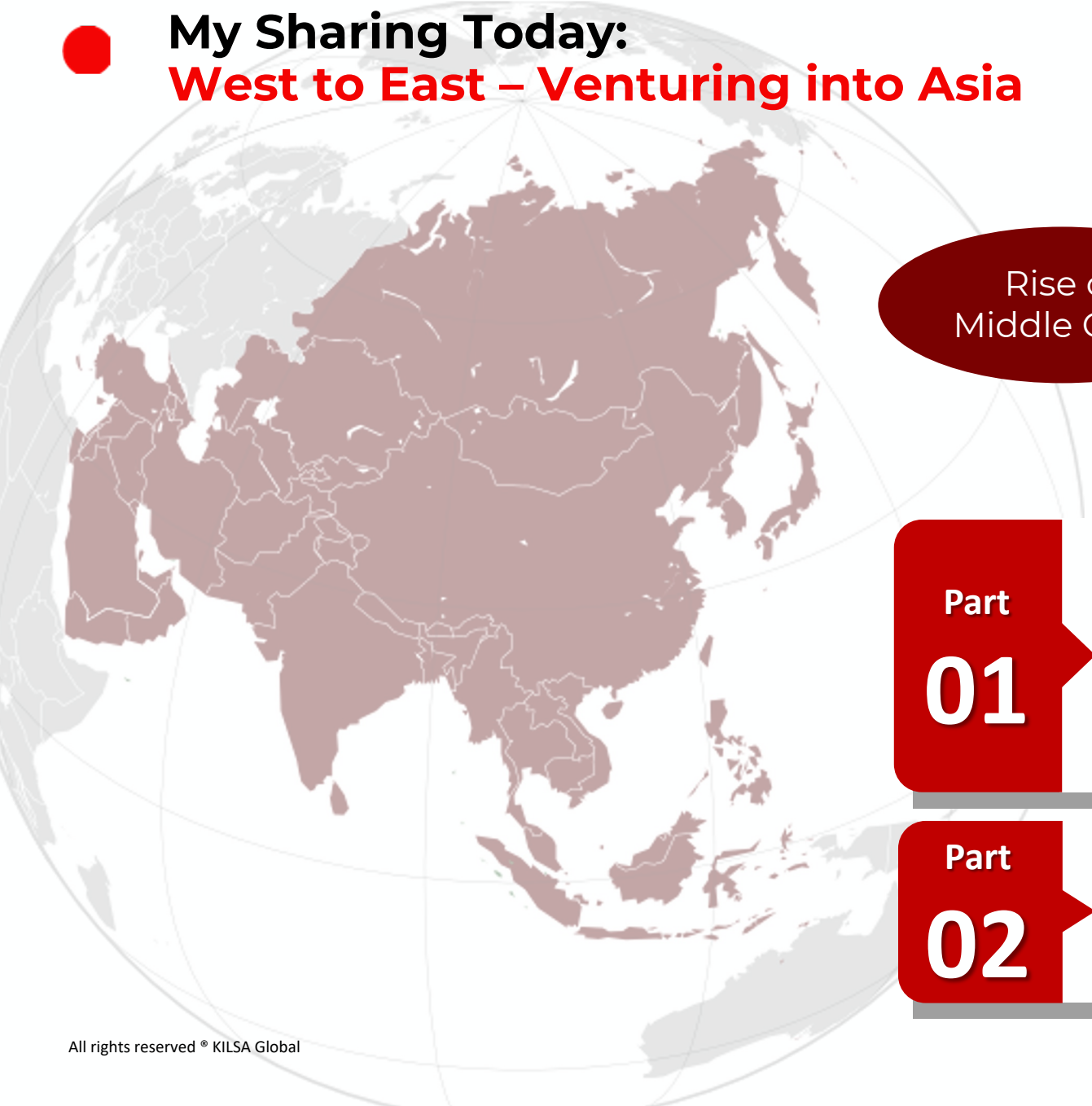
My Sharing Today:
West to East – Venturing into Asia



Rapid Urbanization

Rise of Middle Class

Population: **5 Billion** people, accounting for **over 40%** of the world's GDP

Part 01

The Asian Market

- Live case studies to unveil the secrets of entry into Asia
- Understanding unique characteristics of some markets
- Choosing your entry points and strategies

Part 02

Company (KILSA) sharing

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Case Study 1

Singapore F&B Brand (owned by Europe based family) Franchising their business globally – **B2C**

- **Background**

A European family business, based and lived in Singapore for over a decade. Started as a master franchise for an F&B brand in Singapore. After 5 to 6 years, they decided to venture creating their own F&B brand from scratch, leveraging Singapore as a hub for global expansion. Master franchising was their mode of overseas expansion.

- **Challenges**

Novel ingredients of core product. Lacking in networks and relationships in some of the target markets

- **Actions taken**

Drafting franchise models, contracts, localizing strategies, prioritizing markets, due diligence for partners, and engaging legal, IP, and market entry experts. Utilizing "Fly in Fly out" approaches and various connections for efficient execution.

- **Outcome**

Resulting in over 70 operational stores globally, spread across 10 countries. Most countries have their respective master franchiser. *Remarks: KILSA involvement and success case was in South Korea*

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CONT…

Singapore F&B Brand (owned by Europe based family) Franchising their business globally – **B2C**

- **Lessons Learnt Beyond** (Contractual written documents, due diligence, Pricing, Local legal advices, etc…) **Leading to Success**

1. ***Embrace flexibility and localization***

   Founders in frequent communications with potential franchisee. Exhibit adaptability, embracing localization and actively listening to local potential franchisee partner who understands their local culture, preferences, and local spending behaviours. Local partners find that highly important to witness the brand owner understanding their local situation.

2. ***Embrace freedom and respect***

   Founders concentrates on the main core ingredient of the product that ensures quality. But supports procurement of all other locally available items. Encourage freedom and autonomy for local partners to keep cost low and profitability for the business.

3. ***Engage franchisee directly with local market entry provider***

   Founders work with dedicated local market entry provider to arrest concerns and demonstrate commitments in a timely manner.

4. ***Elevate positive association of country-based HQ***

   In this case; Singapore as the Global HQ with Spain as the R&D centre. These 2 countries contributes greatly to the F&B brand's image, conveying elements of international sophistication, quality, and a global brand image.

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Case Study 2

Market Entry into ASEAN by System integrator and IT Consulting business (China Company) with a global footprint – B2B Technology

- **Background**

A China-based IT services company operates globally, with a presence in most countries. They have a regional HQ in Singapore. They lack established legal entities in certain key ASEAN countries due to business volume. The company has global clients, necessitating business fulfilment in specific ASEAN countries.

- **Challenges**

Lack of local entity in the specific ASEAN country. Initial business volume do not warrant immediate local partner investments, making it tough to establish any partnerships. Further doubts arises due to the company's origin locality

- **Actions**

Sourcing of local IT partners. Drafting master service agreements, localizing terms and rate cards and pricing alignment. Engage a market entry expert. Utilizing "Fly in Fly out" approaches for efficient execution.

- **Outcome**

Secured reliable partners who are willing to make investments (to build up new service team) as the delivery partner for IT services in two key ASEAN countries. In addition, jointly collaborate to create new business lines to boost revenue. Remarks: KILSA involvement is closure of local partnerships in 2 ASEAN countries and business continuity support

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CONT…

Market Entry into ASEAN by System integrator and IT Consulting business (China Company) with a global footprint – **B2B Technology**

- **Lessons Learnt Beyond** (Contractual service agreement, due diligence, Pricing, etc…) **Leading to Success**

1. ***Transparency in intent***

   Demonstrate and articulate clarity in current, and future business outlook specific to the nature of client's business. Highlighting client's hidden strengths but maintain transparency on the possible risk factors.

2. ***Communicating contractual obligations***

   Overcoming contractual terms in service agreement where both senior management teams has to make joint business decisions and alignments. This was facilitated by market entry partners to ensure smooth negotiations without any barriers of misunderstanding.

3. ***Strategic location and connections***

   Leverages Singapore as the country location for their base of creditability. Leverage market entry partner's strong relationship with the identified local partner.

4. ***Post-contract diligence***

   Ensure strong follow through of services from pre-closure of contract to closure to 1st delivery order. Market Entry partner also included as business to demonstrate continuity of business.

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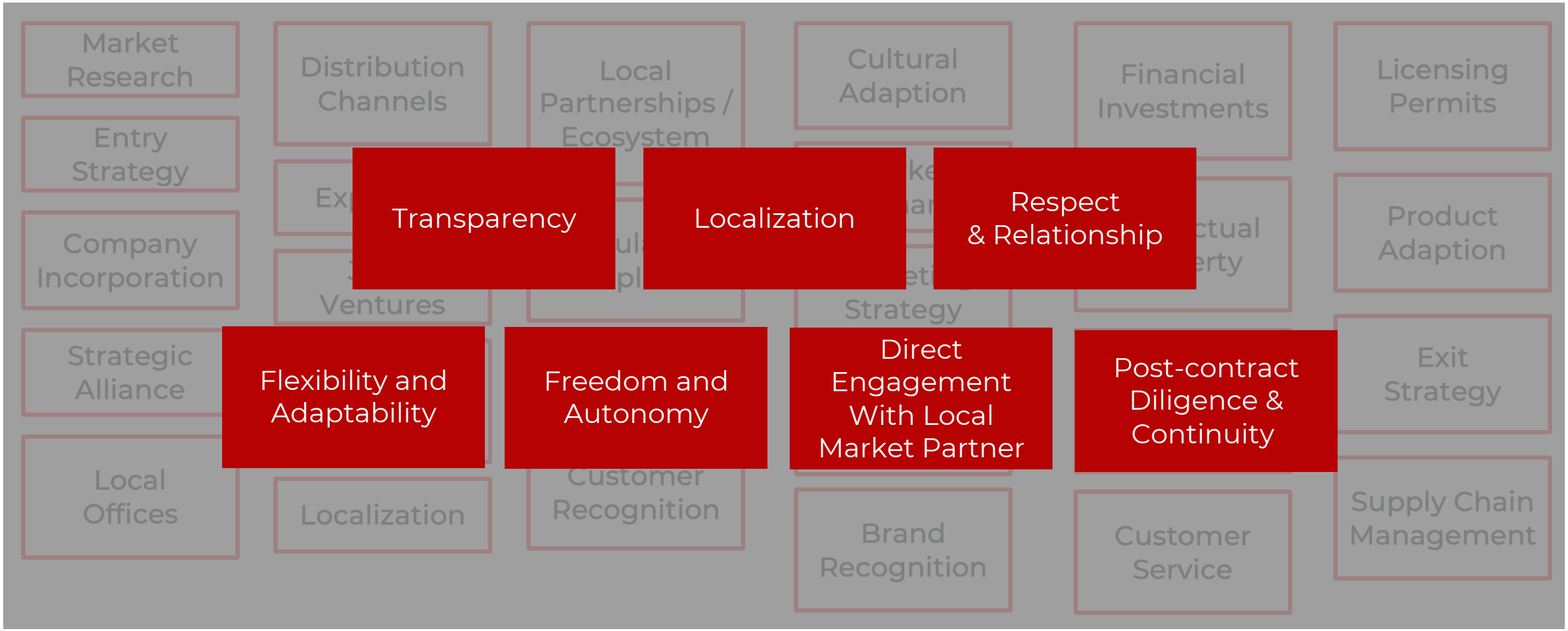
“What are your **considerations** for business expansion in a new market?”



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Why consider expanding your business in Asia?

01. Large Consumer Base

Asian countries tend to have a high consumption rate when it comes to foreign products and services. Coupled with rapid economic growth, the Asian market presents significant opportunities for Western companies to tap into expanding markets and increase their revenue.

02. Diversification

Western companies can benefit from high levels of diversified investments and the large talent pool. Establishing local partnerships can help companies navigate cultural differences and enhance business relations.

03. Supply Chain

Better access to materials and process for more efficient and cost-effective business operations.

04. E-commerce Growth

Western companies can leverage online platforms to reach a large consumer base, business is no longer limited by space and time. Global e-commerce market is projected to reach USD $47.73 trillion by 2030 and has been growing at a steady rate of 12%.

05. Start-up Ecosystem on the Rise

Rising unicorns valued over 1B, along with a large pool of innovation and technology centers. Western companies can benefit from collaborations, partnerships and access to new ideas by establishing a presence in the region.

06. Government Support and Incentives

Free trade agreements, tax incentives and streamlined processes for Special Economic Zones are a commonplace in Asia.

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Unicorns in Asia

China	India	South Korea	Japan	Southeast Asia
1. Ant Group	1. Paytm	1. Coupang	1. Rakuten	1. Grab
2. Bytedance (TikTok)	2. Ola	2. Kakao Corp	2. Mercari	2. Gojek
3. Didi Chuxing	3. Byju's	3. Woowa Brothers	3. Line Corporation	3. Sea Limited (Shopee)
4. Xiaomi Corporation	4. Swiggy	4. Yanolja	4. Plaid Inc. (formerly Tokyo Century)	4. Traveloka
5. JD.com	5. Zomato	5. Naver Corporation	5. SoftBank Group	5. Tokopedia (now part of GoTo)

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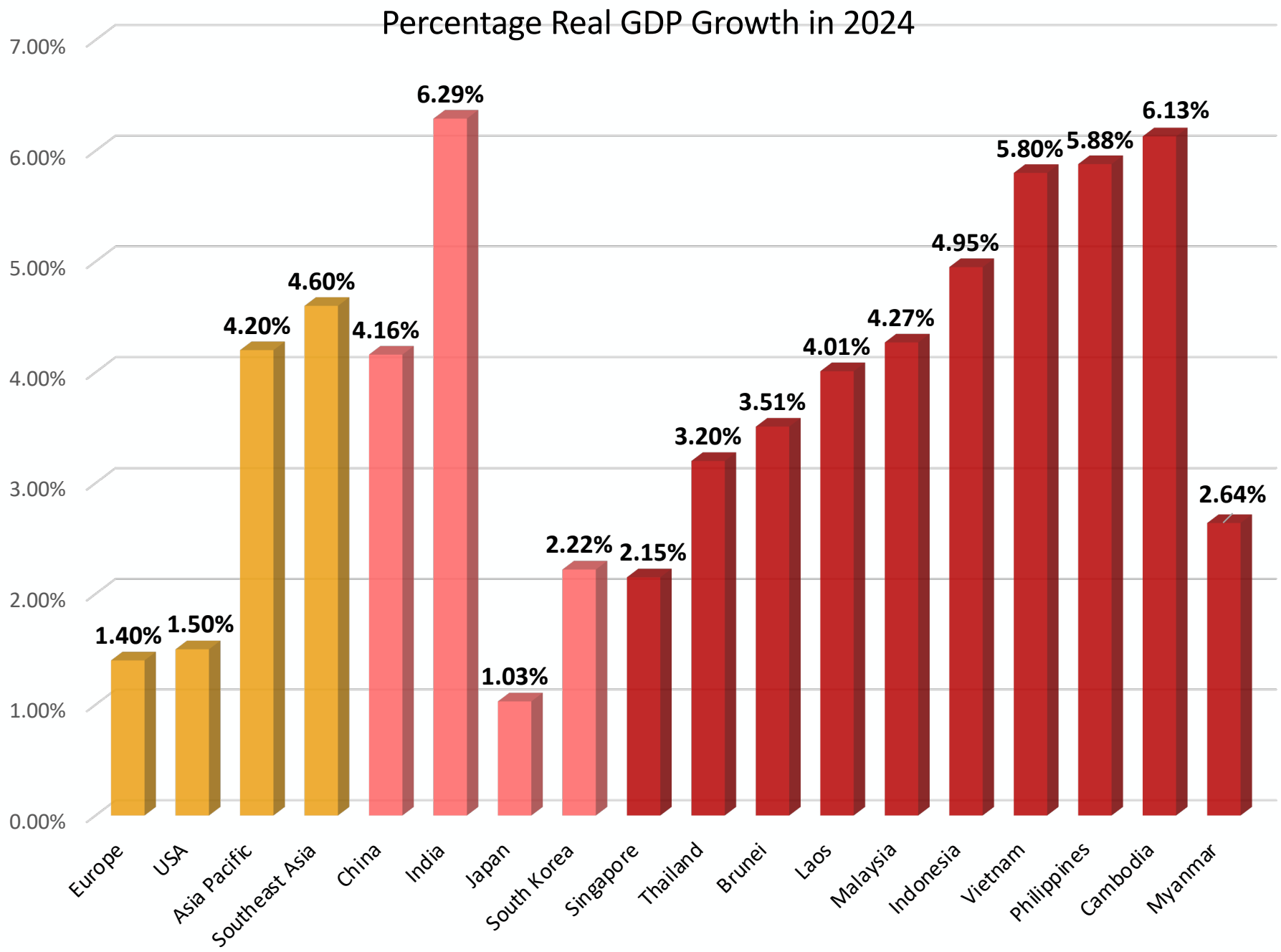
Economic Growth

According to **International Monetary Fund**, Real GDP Growth for **2024**:



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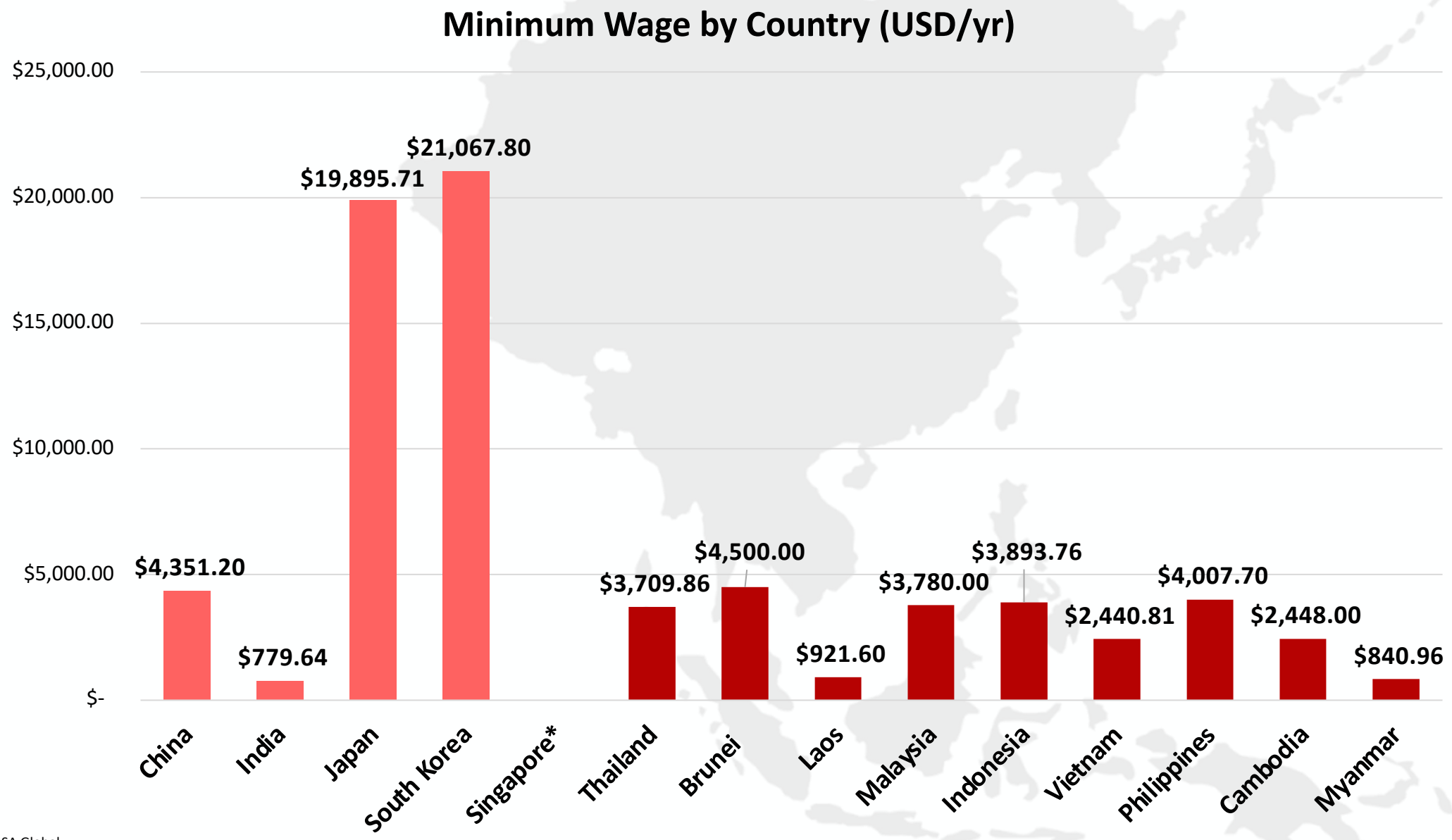
Labour Costs



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* No minimum wage

Thriving Industries by Country

China
E-commerce (Alibaba, JD.com)
Manufacturing (electronics, textiles, machinery)
Technology (Alibaba, Tencent)

India
Information Technology (TCS, Infosys)
Pharmaceuticals
Telecommunications (Reliance Jio)

South Korea
Automobiles (Hyundai, Kia)
Shipbuilding (Hyundai Heavy Industries)
Technology and Electronics (Samsung, LG)

Thailand
Agriculture and Food Processing (CP Group)
Manufacturing (automobiles, electronics)
Tourism

Japan
Automobiles (Toyota, Honda, Nissan)
Electronics (Sony, Panasonic)
Robotics

Singapore
Biomedical Sciences
Financial Services
Logistics and Shipping

Philippines
Business Process Outsourcing (BPO)
Manufacturing (electronics, garments)
Tourism

Indonesia
E-Commerce
Natural Resources (palm oil, natural gas, coal)
Textiles and Apparel
Tourism

Vietnam
Manufacturing (electronics, textiles)
Renewable Energy (wind, solar power)
IT Outsourcing
Tourism

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Ecosystem Landscape by Country

SMEs comprise the main workforce and players in an industry, accounting for **97%** of all businesses.

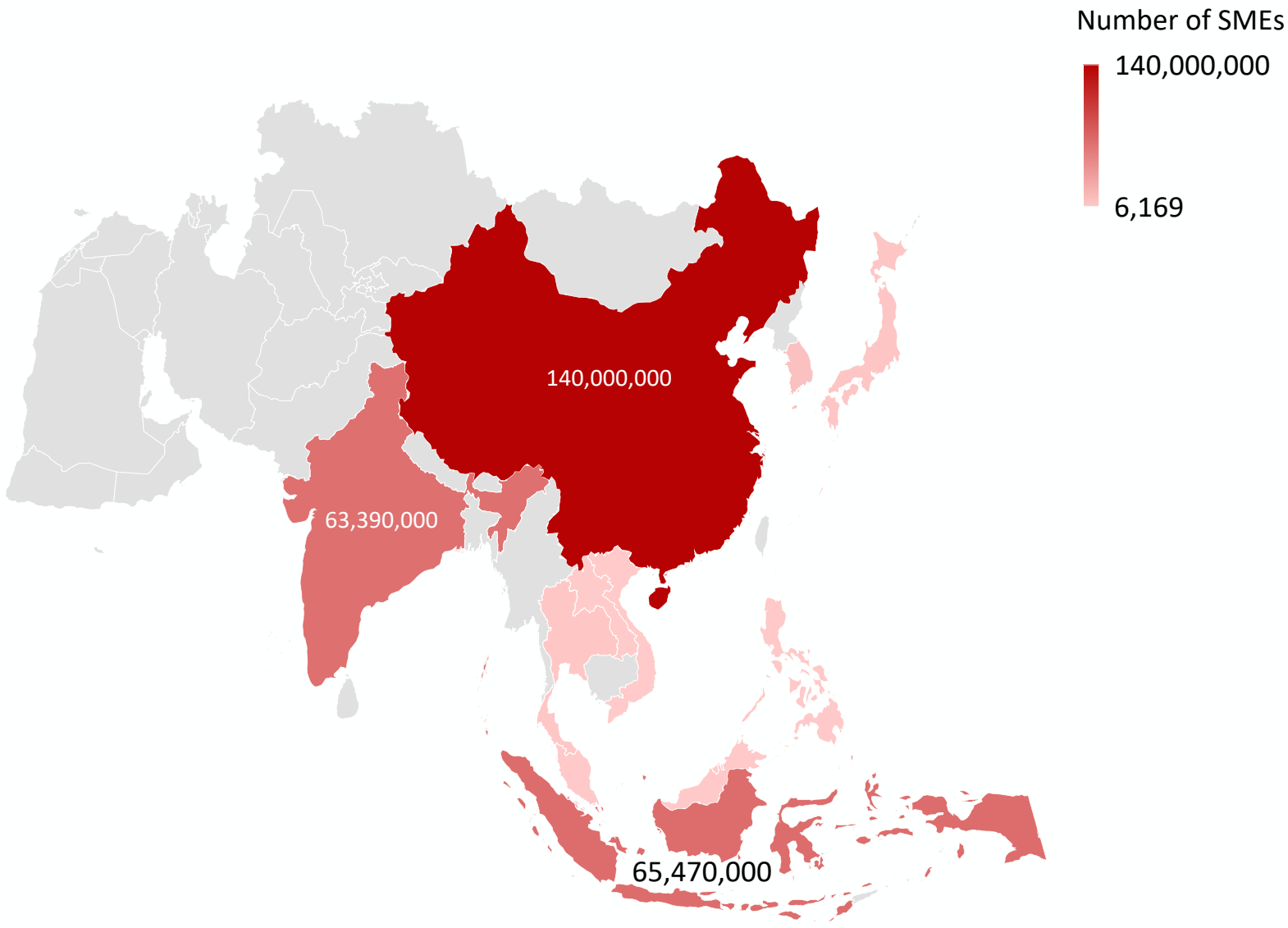
Projected growth indicating a high demand for new solutions:

India: 86.7%

Indonesia: 76.1%

China: 60.2%

Number of SMEs in Asia Pacific Region (2021)



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Evolving Characteristics of Each Market

Asia's Characteristics

Vietnam
An attractive destination for companies to relocate manufacturing due to US and China tensions.

Singapore
Global financial hub. Highly business friendly policies with transparency.

Indonesia
4th Largest Population in the world. E-commerce experiencing significant growth.

Thailand
Known for tourism and hospitality. Major automobile hub.

Philippines
Outsourcing Country Example: BPO / Healthcare manpower supply.

Korea and Japan
Chaebol system is still apparent in both countries. SMEs hungry to expand overseas.

Myanmar
Undergoing economic reforms and political unrest. Historically known for its abundance of natural resources.

China
Building relationship "Guanxi" is still key. A leader in tech and innovations. Increasing following ESG trends like the west.

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Strategies for Success in a Dynamic Region like the Asia Pacific

Factors that contribute to the region's complexity and diversity.

KEY STRATEGIC FACTORS (Examples)	ADDITIONAL CONSIDERATIONS
Market Selection Identify high-potential countries by market size, economic growth and demographics. Aim for strategic partnerships to navigate local challenges and enhance credibility.	Thoroughly understand local market dynamics, consumer behaviors and attitudes (e.g. political or local brand loyalty), and regulatory environment to tailor solutions accordingly. Examine the level of readily available local networks and robust relationships.
Entry Models Export, JVs, M&As, Licensing, Franchising, Own subsidiaries, Strategic Alliance, E-commerce	All models have pros-cons. Allocate dedicated resources to support chosen model is key. Tailor the entry model to fit cultural expectations. Conduct pilot and testing before determining model.
Analyze Competitive Landscape To ensure market share and prevent oversaturation.	Competition exhibits demand in an educated market. In performing market validation, always attempt for live field observations. Conduct informal interviews and engage personal dialogue.
Cultural Sensitivity Respecting and adapting to local cultures, customs and business practices is key to lasting relationships.	Consider localization of marketing strategies and awareness of controversial subjects to improve brand appeal.

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Other Possible Approaches for Market Entry

KEY STRATEGIC FACTORS (Examples)	Why it's useful to consider
Cross Border Accelerators or Incubation Programs	Connect with local expertise, mentors, and company networks who also have similar targets and intentions.
Government Back Initiatives	Many governments offer support to foreign businesses with programs backed with grants, subsidies and networks.
Digital Platforms and Aggregators	Many aggregators with strong presence. They have ready distribution channels with ready audiences.

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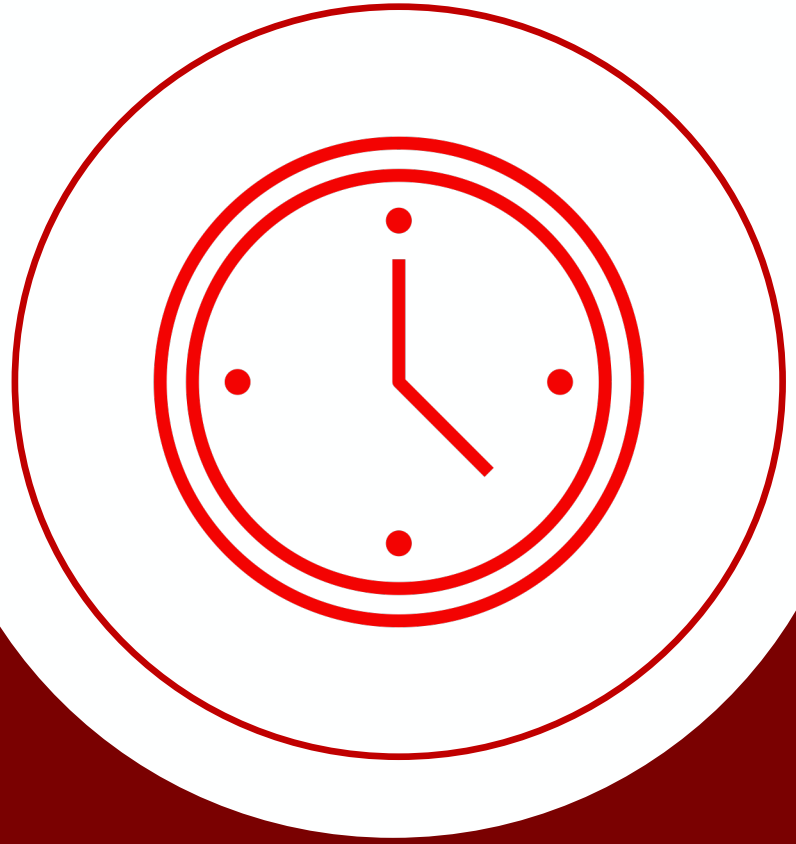
A Parting Note



Adopt a long-term perspective

No cookie-cutter solution to successful market entry

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ABOUT OUR COMPANY

Mission

Help businesses successfully expand into new markets and achieve sustainable growth.

Vision

To be the most recognized ASIAN market entry services provider, supporting over 10,000 global clients by 2030.

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Challenges of Global Business

There are common challenges & risks in Global Market Entry

People

- Difficulty in finding trusted partners and team
- HR regulatory and turnover issues of local staff
- Local agency issue (transparency & commitment)

Cost

- High cost of initial setup (mostly one-man operation)
- Higher cost of expanding multiple local resources (Sales, Pre-Sales, Admin, Development)
- Hidden Cost (Work Visa, Taxation and local Payroll)

Time

- Long Lead Time to build business contacts

- Introduction
- Identification
- Validation
- Qualification
- Testing
- Commercial & Negotiation
- Delivery

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KILSA Global was established to combat these challenges

"As both employees and founders of our previous corporate journey and ventures, we encountered difficulties, challenges and hardship during market entry. KILSA Global is founded on these collective experiences, with the aim to provide practical support to fellow founders, helping them navigate and chart toward a successful and sustainable business."

Sean Tan, Co-founder

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01 On-demand Platform

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Challenges of Global Business

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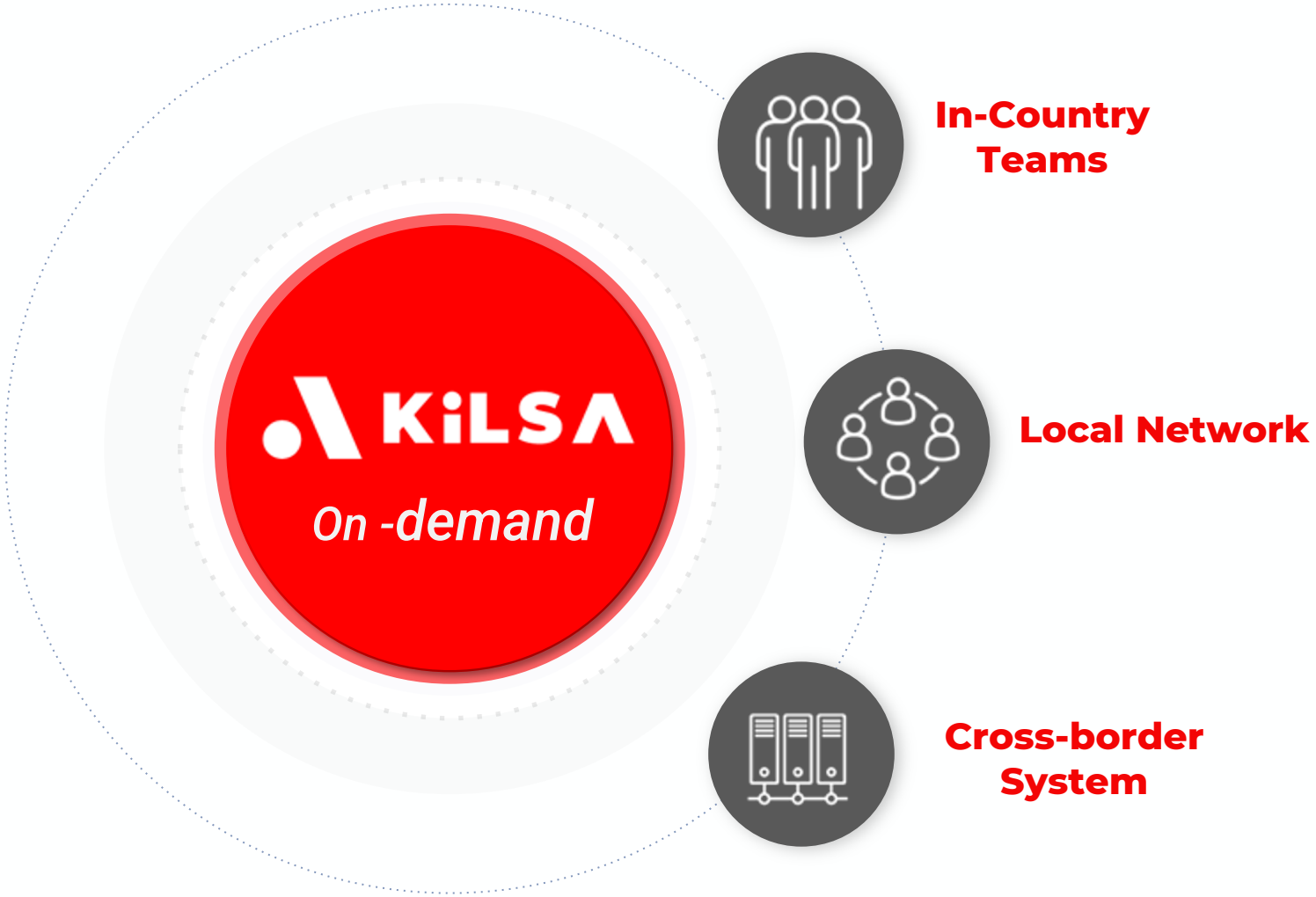
Our Model - Building Blocks and Principles

KILSA's On-Demand platform is based on three building blocks and five principles



Multiple Resource /Entry	Regional HQ In-Country Management Team
Immediate Execution	With 100% Local Professional (SG,TH,ID,VN,MY,KR)
Accelerated time to Market	Network Expansion and Business Progression focused
Structured Approaches	KILSA Cross-Border Market Entry Framework
Mitigated Risk / Cost	Optimized and Progressive Investment based on KPI achievement

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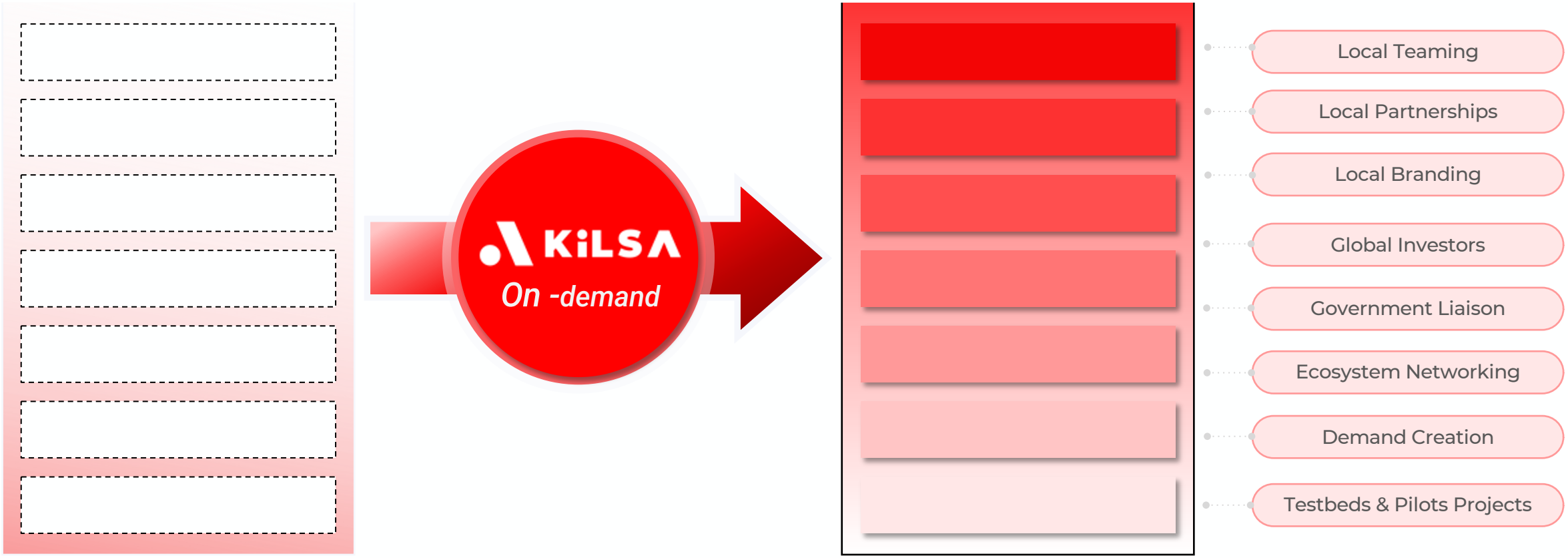
KILSA Global – Our Value Proposition

KILSA's On-Demand Platform is designed to shortcut from 'zero base' to 'local base' in global market



Zero Base
(Foreign Market)

Local Base
(Foreign Market)

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KILSA Global Business Domain

To drive seamless and non-disruptive global entry and expansion

*Your **One-stop Partner** in Global Expansion*

Cross-Border BMO
(Biz Management Outsourcing)

Cross-Border Business Validation, Entry, Build and Operation(including Co-working space)

Cross-Border Consultancy Services

Cross-Border Corporation Consultancy and Advisory

Cross-Border Digital Enablement

Cross-Border Digital Enablement Database, Analytics, Productivity Tools

Global BPO
(Business Process Outsourcing)

Cross-Border BPO Support
Customer support ,Digital Marketing , Lead Generation

Global ITO
(IT Outsourcing)

Offshore IT Support and Development
(SW, Big Data, AI)

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Seamless Journey to Global Expansion

Proven & Low Risk
(KILSA GLOBAL SINCE 2015)

Recognized/Authorized by government agencies

Enterprise Singapore, KOSME, sba, GDIN, nipa, 경기도 and more...

Speed & Accuracy
Regional Presence, In depth Local Insights:

- One stop multi-country coverage through KILSA's multi-country offices
- Experts with extensive experience in the target market, providing clients with local perspective

Why **KILSA**

Access to Expertise

Extensive Ecosystem of Professionals & Subject-matter Experts in Different Industries:

Expand your connections and resources, and get industry advice & updates by tapping into our extensive network of experts.

Flexibility & Cost Control

Comprehensive and Customised Solutions:

Enjoy customised solutions designed for your state of business based on our unique methodology.

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KILSA at A Glance

Growth and Business Statistics

Our Presence

9 countries

are covered by KILSA across Asia , China, India & US.

Our Clients

>150 companies

Market entries delivered by KILSA to date.

Our Ecosystem

> 200 partners

Collaborating with KILSA to grow businesses together.

> 25 Korea Government Agency Program wins

KILSA Program Reference Highlights

Digital Focus

AI Yangjae Glocalisation Program (AI)
2 X Award

- K-Global Tri-Accel Program (Digital ,Fintech , AR/VR, Energy/sustainability ,e-commerce) 2 X Award
- ICT Growth Program.
- Global Realism Contents.
- SW Global Marketing.
- Sales Rep 2023

Industry Specific

K-FoodTech Program

Automotive Tech companies
Autonomous Technologies

ASEAN Tech-Connect Program
Advanced manufacturing ,Industrial
Sustainable manufacturing

Global IR Consulting Program

Cross Industries

SSH PoC Program

Spin-off Accelerator

Investment attraction of promising companies in strategic industries in Gyeonggi-do.

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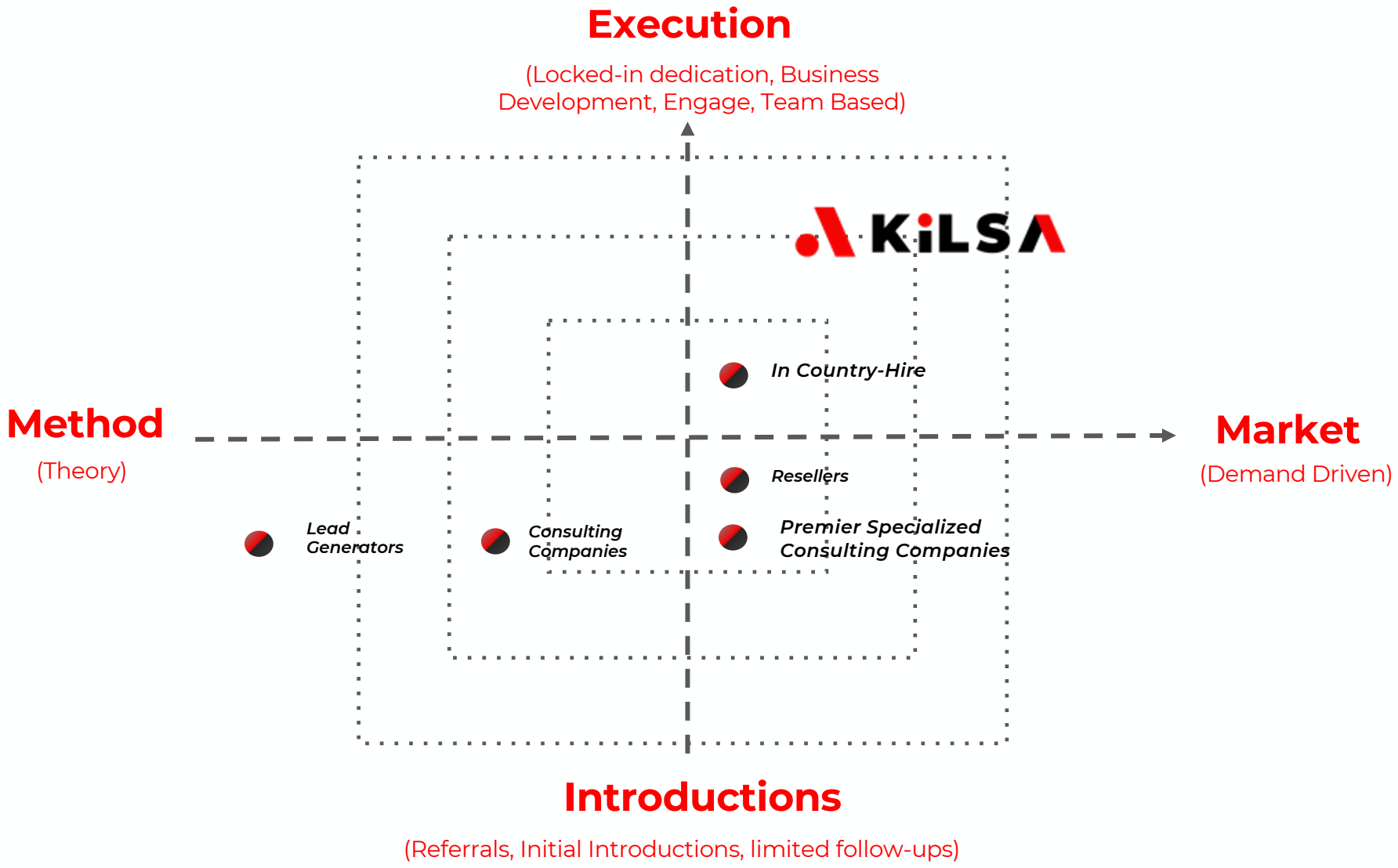
The KILSA Advantage
(Positioning Map)



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02 KILSA Service Offerings

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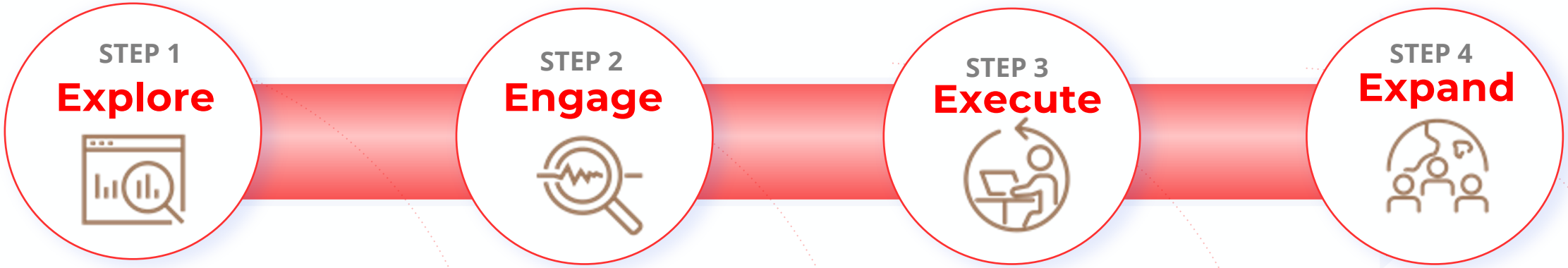
KILSA's Service Offering

KILSA's 4E Approach for On-Demand "As-a-Service" Model



Early	Stage of Overseas Business	Mature
Incremental only within capacity	Investment for Entry	Expandable with forecast
Check & Build Oriented	Overseas Business Performance	Harvest & Profit Oriented
Manageable	Risk Management	ROI Based

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KILSA's Service Offering

KILSA's 4E Approach for On-Demand "As-a-Service" Model

KILSA 4E Approaches	STEP 1 Explore	STEP 2 Engage	STEP 3 Execute	STEP 4 Expand
KILSA Service Offerings	**PMF_I** (Product Market Fit_I)	**PMF_II** (Product Market Fit_II)	**PME_BD** (Product Market Execution _Business Development)	**PME_GMO** (Global Management Office) / **PME_PMO** (Project Management Office)
Global Entry Elements	1 Market Validation; 2 Industry Engagement; 3 Business Matching	4 Business Localization; 5 Business Development; 6 Business Operation; 7 Business Promotion	8 Business Growth; 9 Fund Raising; 10 Sustainable Growth	11 Business Roadmap
Goals to Achieve	**Attain Successful Market Entry**	**Grow In-country Business Presence**	**Scale Profitable Overseas Business**	
	• Local market understanding & Validation • Business priorities • Go- to market , target country/segment • Key entry points of stakeholders – Longlist and shortlist • Voice of customers & Partners • Test-Bedding & Pilots	• Regional/global management office • Showcase/center of excellence • Localized Product/Solution • Local Partnerships • Localized branding & marketing strategy • Local Pipeline (Buyer, Projects) • Local Sales (Orders and Contracts)	• Global/Regional Business expansion model. • Global/Regional Business management and operation unit. • Global/Regional Business Investment Hub. • Joint Ventures & Licensing Opportunities. • M&A opportunities / IPO.	

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Industry Coverage

Technology Domains

- B2B / B2G **Approach**
- Local **Partnership**
- Local **Business Model**
- Local **Pilot and Test Beddings**
- Local **Project Reference**

Non-Technology Domains

- B2B / B2C **Approach**
- Local **Branding**
- Local **Pricing**
- Local **Demand Creation**
- Local **Supply Chain**

Digital Solutions (AI, Analytics)

Automotive & Mobility Solutions

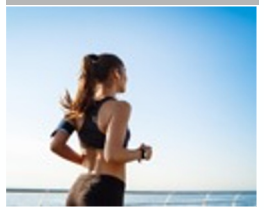
Healthcare Solution

Energy & Sustainability

Agri-Food Technology

Consumer Packaged Goods

Sports & Fashion



Retail Business

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03 KILSA CASE REFERNCE

Global + Localisation

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KILSA's Case References

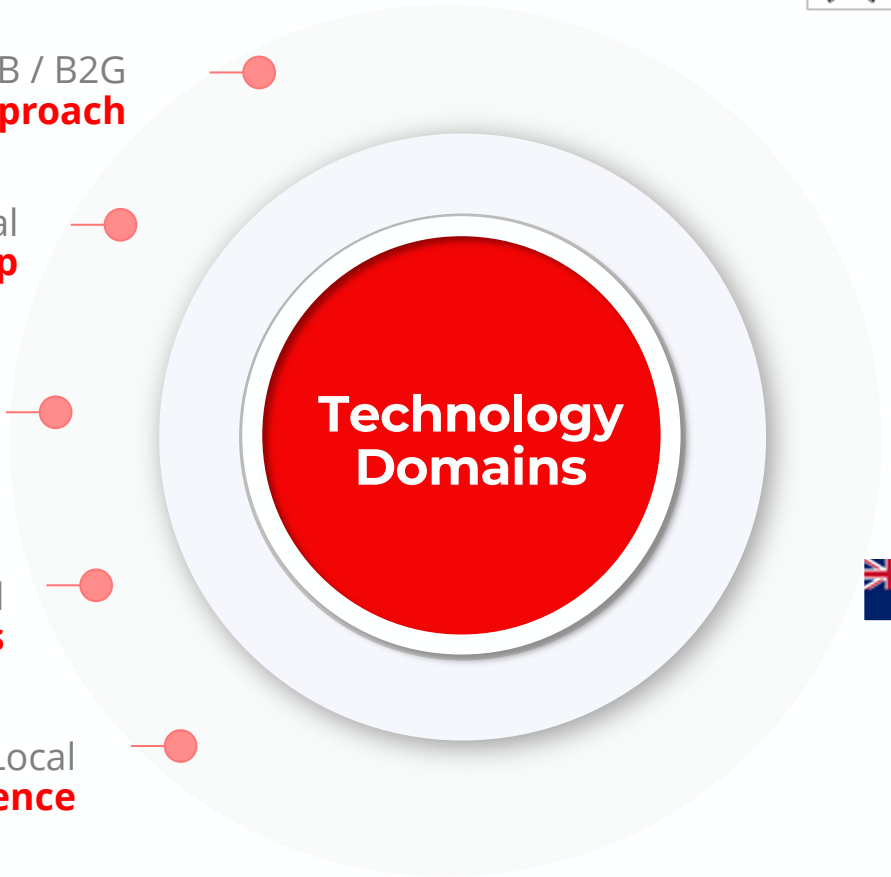
B2B / B2G
Approach

Local
Partnership

Local
Business Model

Local
Pilot and Test Beddings

Local
Project Reference



PIXELSCOPE

Sports Technology & Gamification

1st Overseas Operation setup
[Singapore market]

injewelme

Wellness Technology Analytics

Local Partnerships
[Singapore market]

a2z AUTONOMOUS

Mobility & Infra Technology

1st Overseas RCA collaboration
[Singapore market]

MOGOS

Map & Navigation Technology

Contracted Solution development & delivery
[Indonesia & Thailand market]

INGRADIENT

AI Imaging – Medical & Semiconductor

Local Partnerships & Outreach
[Singapore market]

ANGELSWING

Drone Surveillance Data Analytics

Local Partnerships & Outreach
[Singapore market]

eightwire

Data Governance & Delivery

Local Partnerships & Outreach
[Singapore & Thailand market]

SPRINT MILESTONE

Digital Solutions – Financial Sector

Joint Sales & Outreach
[Singapore market]

thingnario energized by a.i.

Energy & Sustainability Analytics

1st Overseas Pilot Reference & Setup
[Indonesia market]

pactera

Digital Solutions – Financial Sector

Contracted SI delivery & Project Management
[Indonesia & Thailand market]

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KILSA's Case References

EMBIOME
Automobile & Sustainability Packaging Solution

Local Partnerships & Local Operations & Commercial set up [Singapore market]

#LinkShops
Consumer Business – Fashion E-Commerce

Local Operation set up & Demand Creation [Singapore & Indonesia market]

GOPIZZA
Consumer Business - F&B

Local Partnerships & Local Operation set up [Indonesia market]

ssaka
Consumer Business – Sports Apparel & Equipment

Product Testing & Demand Creation [Singapore, Indonesia, Thailand, UK market]

HN novatech
Food Tech - Alternative plant-based meat flavoring

Product Testing & Demand Creation [Singapore & Thailand market]

WALKING MASTER
Consumer Business – Footwear

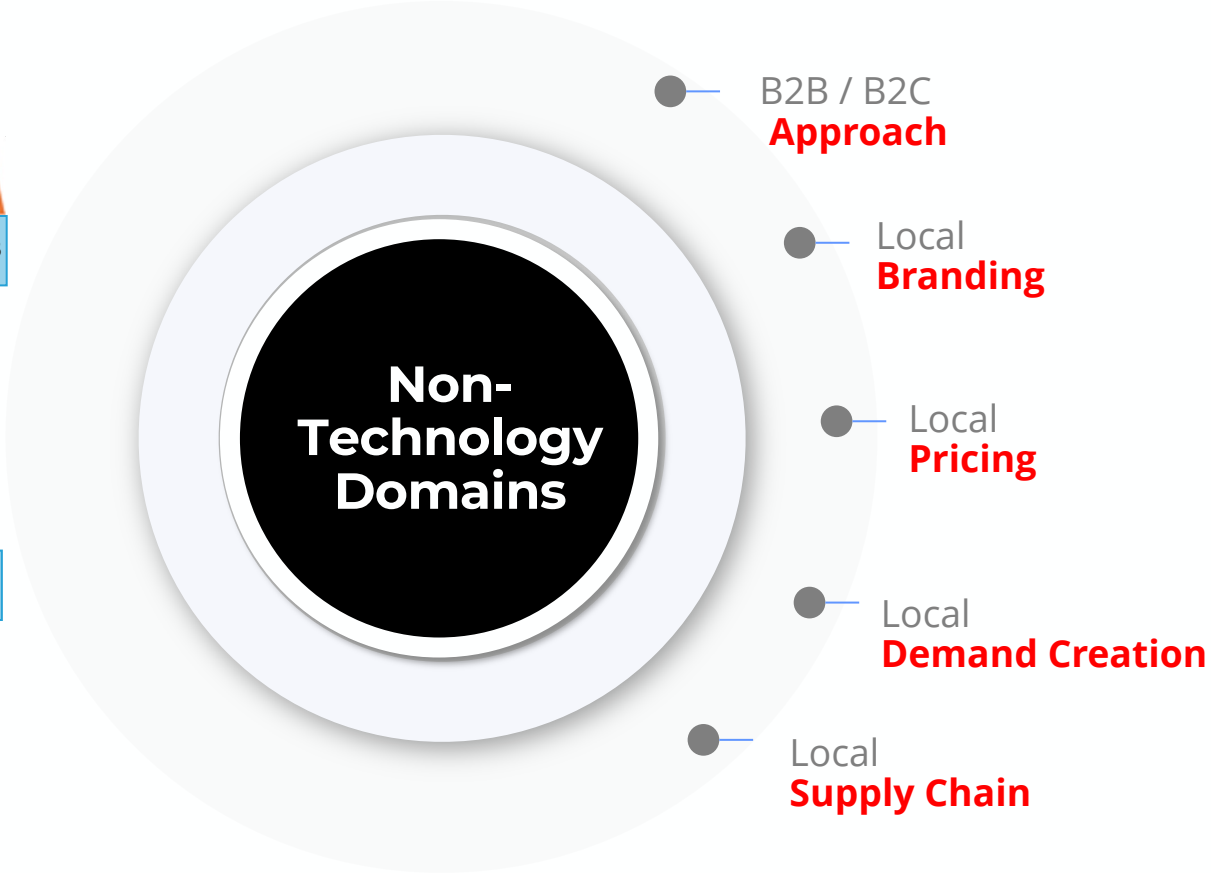
Product Testing & Demand Creation [Singapore market]

Yolé
Food Technology & Packaging Solutions

1st Overseas Master Franchise signed [S.Korea market]

EUREKA TRANSLATIONS
Business Translation Services

Local Partnerships, Local Operation Commercial Sales [S.Korea market]



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04 About KILSA

Global + Localisation

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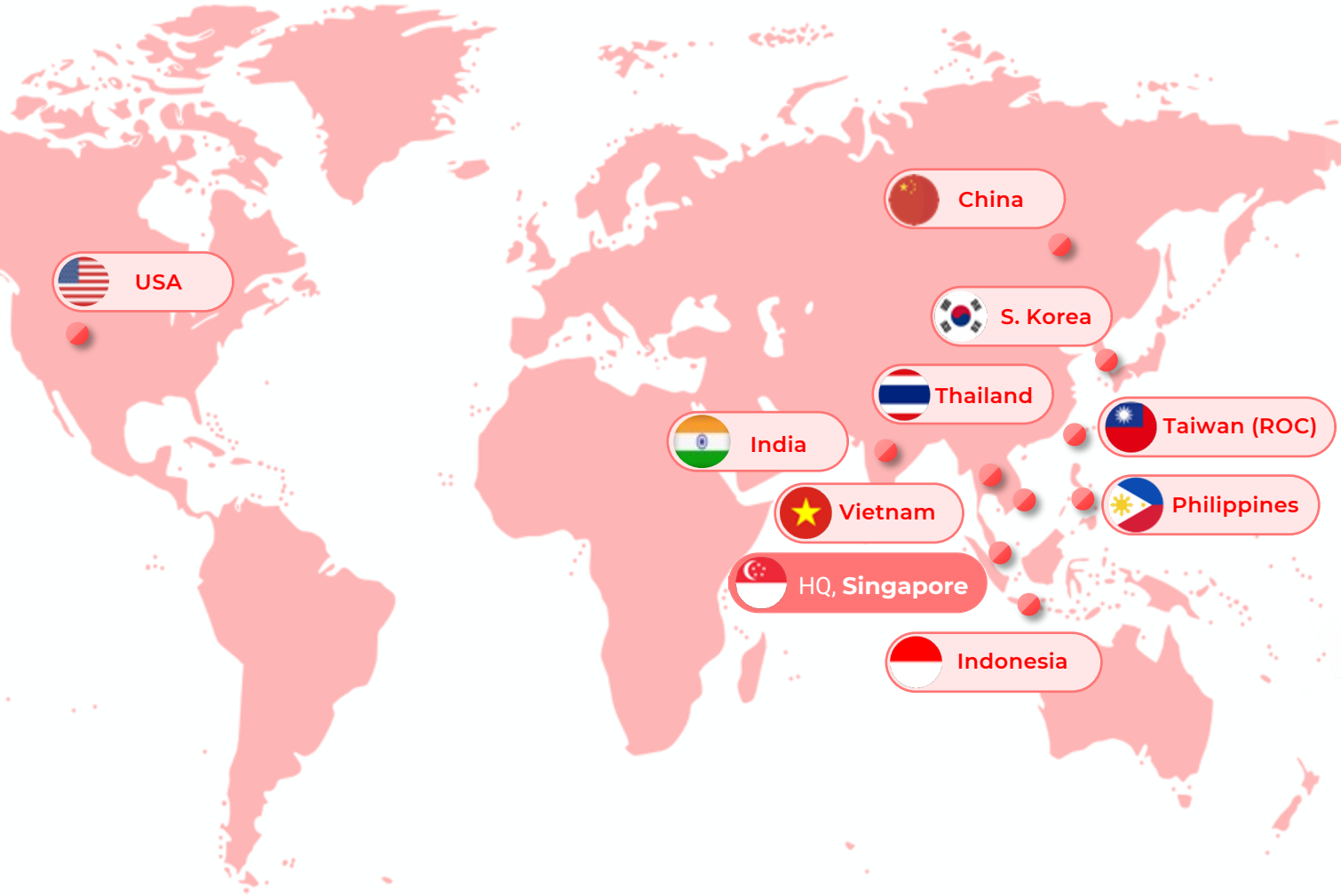
KILSA Team

Let our Professional Team Become Part of Yours



KILSA GLOBAL Key Management

Philip Park

Managing Director
Founder

Sean Tan

Senior Managing Partner
Co-Founder

Kevin Kwon

Country Director
(Korea)

Jessie Yip

Managing Partner

John Clarke

CTO, Technology
Enterprise Architect

Prof. Yoon Yong Jin

Senior Advisor

Chua Meng Pin

Senior Advisor

Jonathan Cheung

Senior Advisor

Key Management Career Experiences

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KILSA Market Coverage

Structure and Market Coverage

KILSA CONSULTANCY | KILSA GLOBAL | KILSA SOLUTIONS

North America

- USA

South Asia

- India

North Asia

- KILSA Korea
- KILSA Draper Korea
- Greater China

Southeast Asia

- KILSA Indonesia
- KILSA Philippines
- KILSA Thailand
- KILSA Vietnam
- KILSA Draper Vietnam

Subsidiary

Joint Venture

Representative

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THANK YOU .

KILSA Global Pte Ltd

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