
Company Presentation

A photograph of the Hong Kong skyline at sunset, featuring the International Finance Centre (IFC) and other skyscrapers. The sky is a mix of orange, yellow, and blue, with clouds catching the low sun. The water in the foreground is dark with some reflections. The image is partially obscured by a large, abstract blue geometric shape on the left side.

ASIANTRADE CONNECT
Asia Market Entry Advisory

About Us

AsianTrade Connect is a private consulting firm founded in Hong Kong. We support European companies in entering and expanding within the ASEAN and Asia-Pacific regions, introducing trusted partners and providing comprehensive assistance, from distributor search and due diligence to logistics and long-term partnership management.



Trusted Partners

From distributor research and due diligence to managing long-term partnerships, we create strong and secure connections.

Widespread presence

We operate directly in 7 ASEAN countries in addition to Hong Kong, China, Korea, Japan and Australia, with 5 strategic offices, ensuring local control over each transaction.

Strategy & Operations

We combine strategic consulting with a scalable operating model: integrated retail, marketplace and social commerce.

The Challenge

Why entering Asia is complex

-  **Fragmented markets** with varying dynamics, channels, and regulations
-  **High initial costs** and the risk of **structural errors** that are difficult to correct
-  **Difficulty in selecting reliable local partners** aligned with the brand
-  **Cultural gap** and lack of familiarity with local platforms (Shopee, Lazada,...)

Without local presence and governance, the **risk of failure is high**

OUR MISSION

*“Our mission is to guide European brands through a **clear, structured, and executable** expansion path in Asia, building trust-based relationships and solid, long-lasting partnerships”*

Our Presence

A strategic network in the heart of Asia-Pacific

12

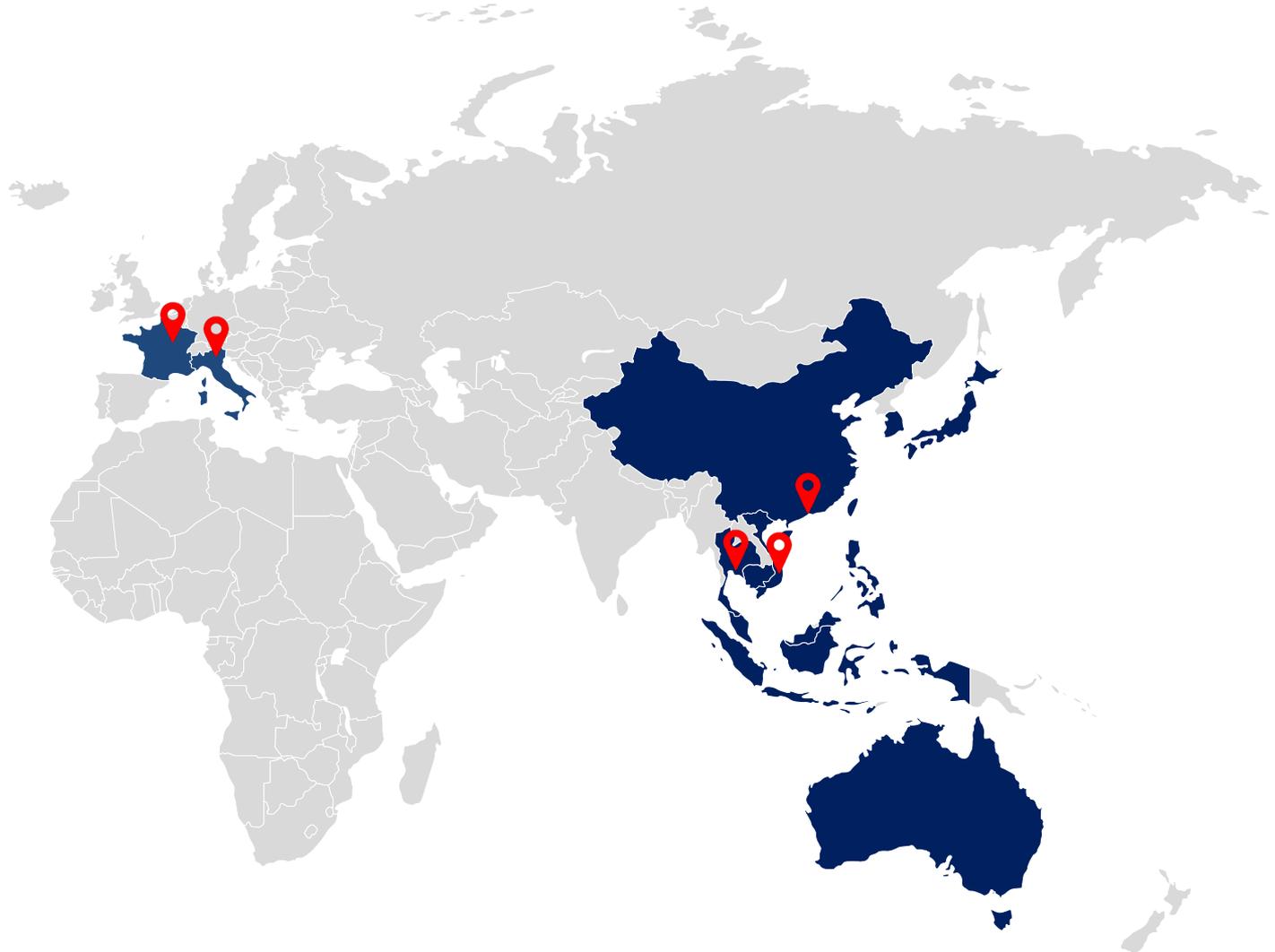
Countries and territories:

- Hong Kong
- Thailand
- Vietnam
- Singapore
- Philippines
- Indonesia
- Malaysia
- Cambodia
- Australia
- China
- Korea
- Japan

5

Offices:

- Milan
- Paris
- Hong Kong
- Bangkok
- Ho Chi Minh



Asia-Pacific: context and opportunities

-  **Structural growth** of the middle and upper-middle class
-  **Digital-first** consumers and strong adoption of **e-commerce** and **social commerce**
-  **Growing demand** for premium and mid-market European brands
-  **Less saturated** markets than the US and Europe

Asia-Pacific is now one of the **main areas** of **global growth** for European brands

Southeast Asia as a strategic opportunity

Market fundamentals and positioning for European brands

Southeast Asia is a key region for expansion:

- Over **650M consumers**, with a rapidly growing middle class
- **Strong physical retail culture** (malls) integrated with digital
- High attraction towards European **quality, design and storytelling**
- **Local competition** often focused on **price**, not branding

Space for **European premium brands** and great growth potential



Southeast Asia as a strategic opportunity

Growth, digital channels and premium demand

- Southeast Asia will be the **4th global market** by **2030** (source: ASEAN, McKinsey, Bain)
- **TikTok Shop, Shopee and Lazada** surpassed **500M** active users combined
- E-commerce in SEA grew by **15–25% annually** from 2021 to 2025
- In **Vietnam**, the e-commerce market has more than doubled in four years, from **\$13.7B** (2021) to **\$32B** (2025)
- Sales of **luxury goods** have grown by **+70%** since 2022 (more than the US/UE). In Thailand and Vietnam, **European brands** are perceived as **status symbols**
- It is expected that **30M new middle-high class consumers** will be added to SEA by 2030



Focus on key ASEAN markets

Regional market analysis



Thailand

- Luxury market at \$4,4B, +5% year-on-year
- Bangkok international retail hub
- Beauty booming: +11% in 2025 (skincare, K-beauty, med- beauty)
- F&B with a value of \$42 billion
- Chinese tourism on the rise, impacting premium consumption



Vietnam

- Fashion e-commerce at \$32B (2025), with growth of about 20% per year
- Beauty characterized by strong urban spending
- F&B: digital delivery and food channels are rapidly expanding
- Young market, high digital adoption

Focus on key ASEAN markets

Regional market analysis

Indonesia

- Scale market with 270M inhabitants
- Fashion driven by TikTok, Shopee, and expanding platforms
- Beauty characterized by mobile purchases and high openness to foreign brands
F&B: over \$135 billion, Southeast Asia's largest market



Malaysia & Philippines



- Fashion & Beauty in rapid digitization
- Evolving omnichannel model (offline and e-commerce)
- Strong logistics ecosystems
- Price-sensitive consumers, with openness to foreign brands if correctly positioned

These markets have common dynamics that make some **sectors** particularly **attractive** for European brands:

FASHION & LIFESTYLE

- The fashion e-commerce market in SEA countries is expected to reach around **\$230 billion** in **2026**, with fashion & lifestyle among the main growth drivers
- Compound annual growth rate (CAGR) estimated to be around **13–14%** over the period **2024–2029**, supported by mobile commerce and social platforms
- Thailand is confirmed as one of the **key markets** in the region, with a high incidence of fashion on e-commerce
- **More than 7 million** Chinese visitors are expected in Thailand in 2026, with a direct impact on fashion, luxury and retail experience



BEAUTY & SKINCARE

- The Beauty & Personal Care in ASEAN reached approximately **\$36B** in 2025 and, at a **CAGR 3,8%** (2025–2030), is estimated at **\$37,4 billion** in 2026
- Within the industry, the Cosmetics market generates **\$5.6 billion** in 2025, at a projected **CAGR** of **4.22%** (2025–2030), bringing the estimated value to approximately **\$5.8 billion** in 2026
- The **skincare** segment accounts for up to **40%** of the total beauty market, driven by trends related to natural products, K-beauty and new aesthetic technologies
- **Thailand** is one of Southeast Asia’s leading markets for men’s grooming and medical beauty



FOOD & BEVERAGE

- The SEA F&B market is projected to grow to approximately **\$900 billion** by 2028, with a robust expansion rate (approximately **CAGR 7%** between 2023 and 2028)
- Strong development of the **healthy food, organic and plant-based segment**, especially among young people and urban expats.
- Great potential for European brands related to **food heritage, functional nutrition** and **gourmet products**
- Key channels: **premium retail** (Gourmet Market, Tops), **e-commerce** (Grab Food, Shopee Food), and **HORECA**



LIQUOR & SPIRITS

- The global spirits market is estimated to be worth around **\$61.8 billion** in 2025, with forecasts to grow to around **\$87.2 billion** by 2035
- The premium spirits segment is expected to grow at a **CAGR** of **9.7%** over the period 2025–2033, bringing the estimated value to \$5 billion in 2026
- Growth is driven by whiskey, gin, rum and craft spirits, with **strong demand** in the region's urban and tourist markets
- **Thailand, Vietnam** and **Indonesia** emerge as key markets for imported premium spirits, thanks to tourism, nightlife and high-end HORECA channels



EYEWEAR & OPTICAL

- The Eyewear & Optical market in Southeast Asia reached an estimated value of approximately **\$6.8 billion** in 2025
- The industry is expected to grow at an average rate of around **+6%** annually, bringing the market to over **\$7.1 billion** in 2026
- The growth is driven by the increase in visual impairments related to the use of **digital devices, urbanization** and the increasing focus on **eye health**
- Strong potential for premium and international brands, especially in the **prescription eyewear**, through specialized retail channels, optical clinics and e-commerce



PHARMA & COSMETICS

- The Asia-Pacific & Cosmetic market exceeds **\$1.6 trillion** in **2025**, consolidating its role as a key sector
- ASEAN cosmeceutical segment booming towards **2028**, reflecting growth in premium and innovative products
- SEA cosmetics market estimated to grow structurally in **2025–2026**, with a **CAGR** of **4%** (2025–2033) and favorable long-term dynamics
- Projections indicate that the **skincare & personal care** segments will be the main drivers of demand fueled by urbanization and digital commerce

Our solution

Strategic Market Entry Advisory

AsianTrade Connect offers a structured **Strategic Market Entry Advisory program**, designed to support European brands in entering Asia-Pacific in a controlled, efficient and sustainable way.

The program combines:

- *Strategic analysis*
- *Local knowledge of the markets*
- *Operational Execution*

With the aim of **reducing risk, accelerating time-to-market** and building a solid foundation for **growth**.

It is a modular approach, **adaptable** by sector, market and level of brand maturity

Our operating model

An integrated path from the first contact to the grand opening

01



Strategic Setup

- Market analysis and entry strategy
- Scouting & selection of the right brand
- Business plan and retail roadmap
- Scouting and due diligence of local partners
- Operating model definition: single-brand, multi-brand, pop-up

02



Deal Management

- Commercial negotiation (conditions, exclusives, licenses)
- Contract management, legal follow-up & crisis management
- Direct relationships with HQ (e.g. Kering, LVMH, Bonini, Gilmar...)

03



Operational Execution

- Coordination of store design and local branding
- FDA licensing, import, customs compliance
- Local Hiring Team Support and Standard HQ Training
- Organization of buying campaigns and season calendar

04



Go-to-Market and Support

- Local marketing and PR/events support
- Continuous communication with HQ and management of payments and supplies
- Performance analysis, feedback
- Expansion in key cities, scouting for new locations

Strategic presence that can be activated in 30 days

Operational capabilities and local network for rapid go-to-market

Thailand



Local network with distributors and franchises, influencer marketing activations

Vietnam



Relations with malls, buyers and local operators active in Ho Chi Minh City

Singapore



Logistics and decision-making hub for the ASEAN area, operational connections with malls, distributors and regional centers

Philippines



couting attivo per partner retail e creator economy su Shopee & TikTok

Hong Kong



Active relationships with the main malls and retail stakeholders in the region, with regular updates and working tables

Indonesia



Direct contacts with local distributors, marketplace and social commerce specialists

Strategic presence that can be activated in 30 days

Operational capabilities and local network for rapid go-to-market



Malaysia

Identification of local partners and growing influencer economy



Cambodia

Active scouting underway with local operators for selective entry into the retail market



Australia

Active retail network for lifestyle and digital products



China

Active relationships with cross-border operators and digital platforms



South Korea

Structured scouting of retail and digital partners, with a focus on fashion, beauty and lifestyle and strong integration with online channels and influencers



Japan

Relations with retailers, malls and local stakeholders, focus on brand positioning and adaptation to the Japanese market.

What really differentiates us

Our 5 strategic pillars in the Asian market

Direct presence in key markets

- Teams operating in 12 SEA countries and Asia Pacific.
- Instant access to local contacts.
- Active relationships with malls, retailers and KOLs.
- Decision-making hubs in Bangkok and HK.

Strategic Consulting with Execution

- Not just consulting, but day-to-day management.
- Market analysis and regulations.
- License and contract negotiation.
- Customized roadmaps by industry.

Digital and scalable model

- Native integration with the Asian digital ecosystem.
- Onboarding on TikTok Shop, Shopee, Lazada.
- CRM and fulfilment integration.
- Local Ads campaign management.

Modular & Flexible Services

- Solutions adaptable to the size of the brand.
- Strategy, Digital Setup, and Retail Launch packages.
- Fixed pricing or combinable success fees.
- Growth through revenue share or equity.

Solid Track Record & Network

- Proven experience with top global players.
- Collaborations with LVMH, L'Oréal, and Kering.
- Concrete case studies in Fashion, F&B, and Beauty.
- Trusted partner for premium expansion.

Global Brands that have already trusted us

Strategic partnerships with global leaders in luxury and lifestyle

50+

Market Entry Projects
Successfully Delivered in SEA



Our Commitment

We support the expansion of top global brands with tailor-made strategies and verified local partners.

LVMH

L'ORÉAL

KERING



MISSONI

N°21

Sophia Webster

MUGLER

CORNELIANI



N°21

- **Goal:** to open a permanent store in Bangkok in 2025
- **Activities:** partner setup, launch coordination, local execution
- **Result:** operational store and replicable model



S O P H I A W E B S T E R

Opening of a permanent store in Bangkok in 2025



- **Objective:** realization of a new MISSONI concept in Bangkok
- **Activities:** format adaptation, execution and HQ coordination
- **Result:** operational store and replicable model





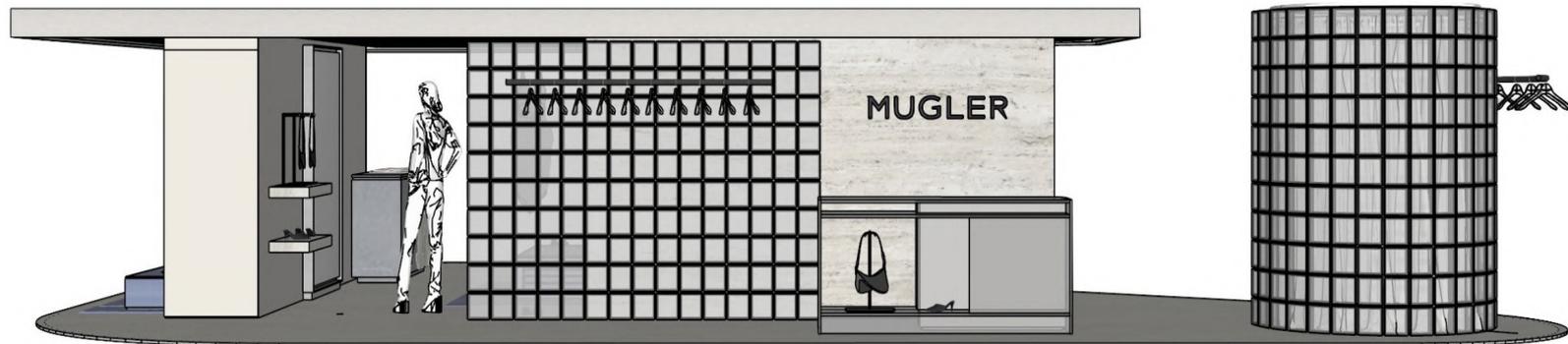
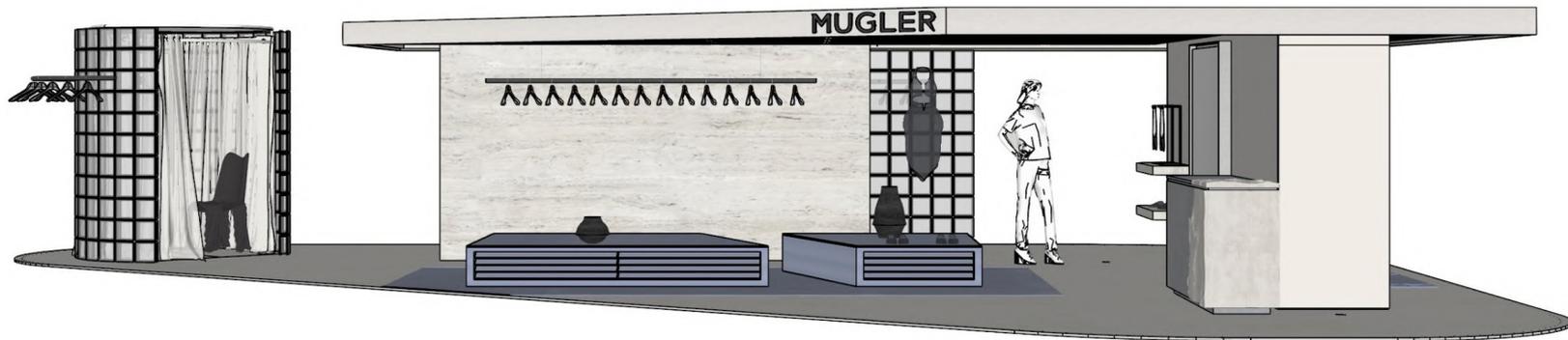
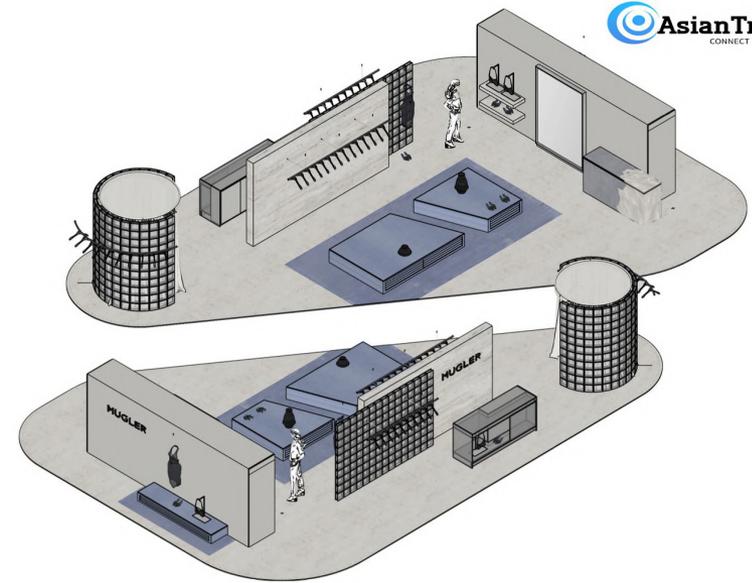
- **Objective:** multi-location plan
- **Activities:** business plan, location strategy, partner model
- **Result:** BP with 4 new openings planned in 3 years between Bangkok, Phuket and Pattaya in Resorts and 5-star Hotels.



CASE STUDY – TEMPORARY CONCEPT

MUGLER

- **Goal:** realization of a temporary concept in Bangkok
- **Activities:** adaptation of the concept and operational coordination with HQ and local partners
- **Result:** concept implemented according to roadmap and brand activation in the local market





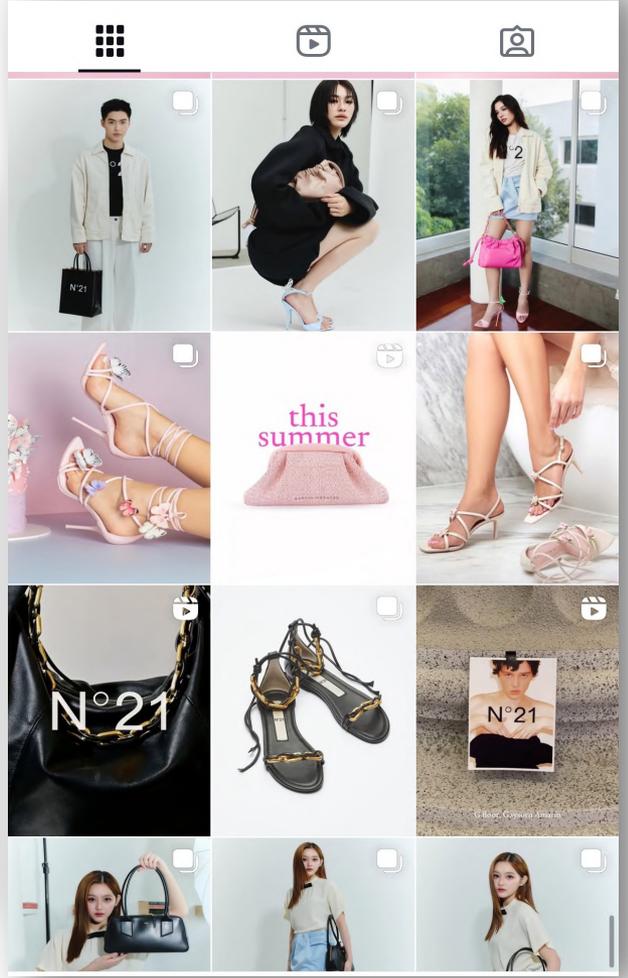
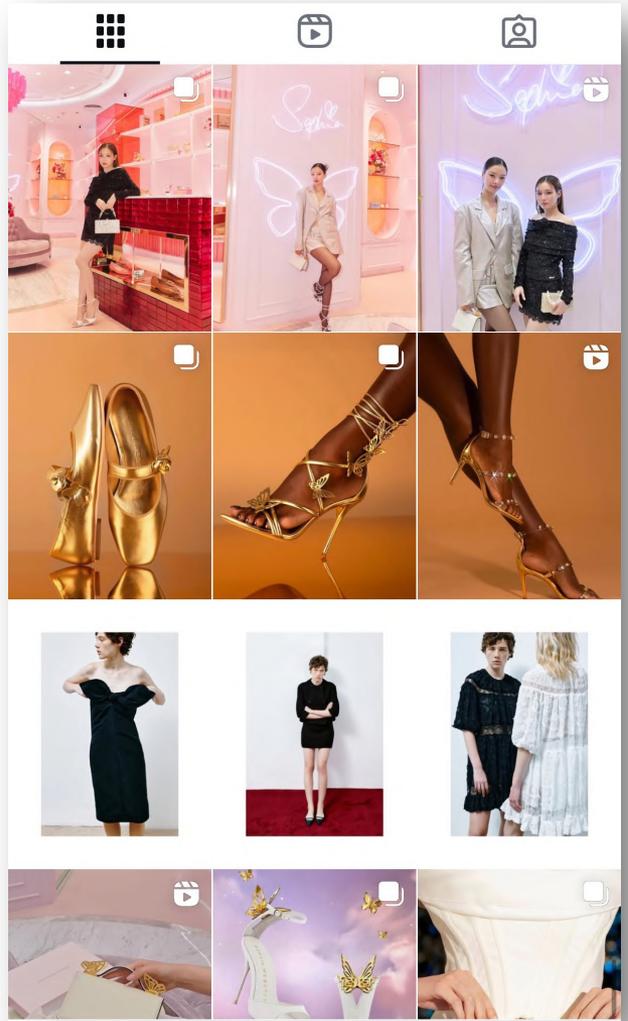
CASE STUDY – CONCEPT STORE



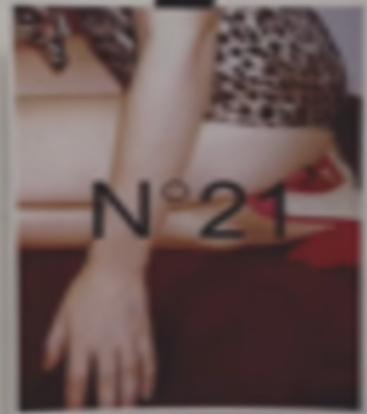
Objective: realization of the largest COVA concept in the world (700 sqm)
Activities: concept development, operational coordination and support to local execution
Result: Concept Café, Retail and Fine Dining completed and operational

CASE STUDY - MARKETING E BRAND ACTIVATION

Multi-channel activations between digital, influencer marketing, OOH and in-store experiences



CASE STUDY - MARKETING E BRAND ACTIVATION



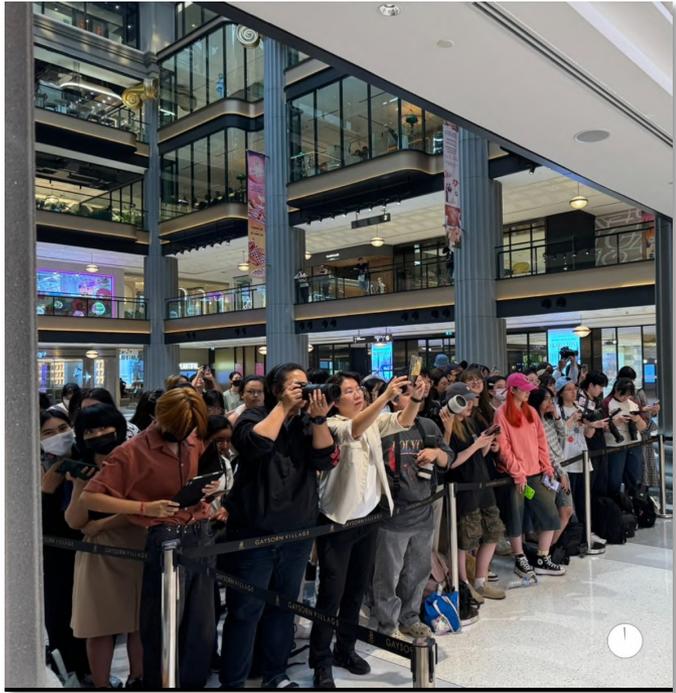
CASE STUDY - MARKETING E BRAND ACTIVATION

Influencer Marketing: over **18 millions followers** on Instagram



Love Pattranite (เลิฟ)
765 posts 3,9 M followers 603 following
Actor

Just for fun
250 posts 2 M followers 629 following



CASE STUDY - MARKETING E BRAND ACTIVATION

大能
1.670 posts 4,8 M followers 998 following



namtan.tipnaree ✓
RAYE · Worth It.

3/5

♡ 21K ↻ 2.116 🚩

Liked by panly.v and others
namtan.tipnaree Discover Mugler's re/edit archive capsule at Central Embassy @muglerofficial

#MuglerBangkok

Tipnaree Weerawatnodom
792 posts 2,7 M followers 1.860 following

Krit Amnuaydechorn
823 posts 4,7 M followers 689 following

pp.kritt ✓
CENTRAL EMBASSY

1/5

♡ 2.054 ↻ 1.844 🚩

Strategic Partnerships

Collaborations with selected partners in retail, logistics and digital

The **aim of the collaboration** is to combine the technological and strategic strength of Adiacent with the commercial and operational execution of AsianTrade in Asian markets



Exclusive & synergistic partnership

ADIACENT

- **More than 2.800** employees in the group
- **€3,5** billion in consolidated revenues
- **1.500+** digital projects carried out
- **300+** active customers between Europe and Asia
- **20+** industries served

Presence & Focus

- Branches: Milan, Madrid, Paris, Shanghai
- Specialization: **eCommerce, digital marketing, CRM, UX, Alibaba B2B**

Strategic Partnerships

Collaborations with selected partners in retail, logistics and digital

Together, we offer European brands:

- A complete journey: from the **B2B presence on Alibaba** to the entry on **marketplaces and retail in Asia**
- A unique combination of **digital, commercial and logistic skills**
- A direct access to priority channels such as **Lazada, Shopee, TikTok, Alibaba.com**



A **synergy** that accelerates the internationalization of brands,
with efficiency, control and local vision

Value generated for Brands

Six key metrics to measure impact and speed of execution

Time to launch

9-12 weeks

store or distribution action



Customer Retention

90%

renewal/extension at 12 months



Marketplace First Order

3-4 weeks

TikTok Shop / Shopee



Geographic Coverage

12 countries

local team & partners



Initial Sales

€250K+

in the 1st six-month period post-signature



“We support your brand in entering Asia through strategic positioning, certain timing and optimized investments”

Contact Us:

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