



Linking continents since 2007

COMMITMENT  
TRANSPARENCY  
ADAPTABILITY

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# Asian Solutions

Specializing in communication and commercialization services

We are a service company founded in 2007. The company's original goal was to provide service to companies willing to establish their productions in China. However, as a consequence of the deep changes of the market during the last years, 3 years ago we changed the business model specializing in communication and commercialization services.

Our office in Shanghai defines our area of action: China and Asia.

The main objective of our company is to provide value, not only to the contracting company of our services but to all companies that will participate in the project. AS always invest in each of the projects done, consequently we take very seriously their acceptance. We believe in teamwork, transparency and the ability to adapt to a changing scenario. We always try to minimize cultural and language differences becoming the benchmark for customers and suppliers. We are a highly proactive company who attempts to not only provide solutions but to provide ideas and new approaches.



## Solutions Europe – Asia

Set of actions to viable a fast and effective deployment in selected markets. AS only accepts projects that have real chances of success, our acceptance is our commitment. The projects always work bilaterally with the customer, making the two companies into one, with objectives, actions and shared strategies.



## Solutions Asia - Europe

We study our Asian customers' requirements and adapt for a better understanding to the potential stakeholders in Europe. If we see that the chances of achieving success are not enough, we inform our clients and cancel the project. Our objective is to achieve our commitments and goals. We always select companies that we consider optimal for each of the objectives and we would not hesitate to change if we see a possible obstacle in implementing our strategies.

The biggest goal for us is  
to provide an added value to your company  
in a fast and efficient way right  
from the beginning

# Solutions Europe – Asia

4 steps for full commercial deployment

Our clients can choose among an integral service and specific services depending on their needs.

## ➤ MARKET ANALYSIS

01



To analyze the real possibilities of our clients in the chosen markets, analyzing:

- ✓ Potential clients
- ✓ Competitors
- ✓ Establishment difficulties
- ✓ Products to be represented

## ➤ DISTRIBUTOR RESEARCH

02



Once the market analysis is finished and depending on the results, we define a filtered list of distributor's profiles, agents or wholesalers in order to begin the research. The list is elaborated and agreed with our clients, which leads us to:

- ✓ Create a list of possible distributors
- ✓ Contact distributors and filter
- ✓ Match clients and suppliers needs
- ✓ Define an action plan
- ✓ Send samples and test the market
- ✓ First sales

## ➤ COMMERCIAL IMPLEMENTATION

03



Once the partners have been chosen, we design an implementation and sales follow up plan:

- ✓ Contracts
- ✓ Commercial support or marketing promotion materials
- ✓ Pricing
- ✓ Trade mark and tender
- ✓ Labelling
- ✓ Logistic design
- ✓ Sales follow up

## ➤ COMMUNICATION & BRANDING

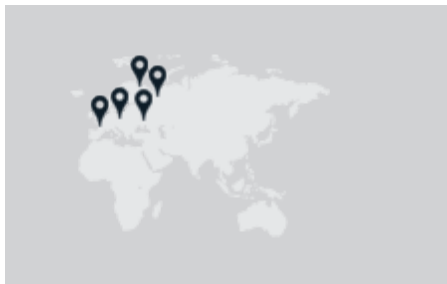
04



Once we have the first sales, the next step is probably the most important in order to secure the continuity of the projects and their growth. This step has been highly appreciated by the Asian clients as it is an important tool to develop future sales. Some of the most used actions in this field are:

- ✓ Study of the sales channel for communication actions
- ✓ 2.0 services
- ✓ Promotional plans
- ✓ Fairs and events
- ✓ Mass media
- ✓ Study to establish your own office

## ➤ SUPPLIERS RESEARCH



All Asian companies, interested in acquiring contacts of specific suppliers according to their commercial needs, have available filtered lists with the best options available for their specific goals. Optima Group has an extensive database of companies for this service. We also offer the possibility to be a communication channel in case it was needed; we would always act as a communication bridge and never as an intermediary.

## ➤ MARKET ANALYSIS



We can offer through Optima Grupo, market studies to the Asian companies interested in search and explore their possibilities in European markets. We count with effective methods and we have fully of successful cases that certify our experience (See Market analysis Europe-Asia).

## ➤ INVESTMENT



DiG, another company in the group, with advising experience to Russian investors in European markets now expands its services to Asia through our office in Shanghai.

### REAL ESTATE

Real Estate investment, especially in Spain where there is one of the most interest offer in Europe.

### BUSINESS

Investment analysis in the purchasing field or other fields in the market.

## We invest in your project



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