



Agribusiness-Connect Asia — Capability Statement

Who we are

Agribusiness-Connect Asia (formerly Stanton Emms & Sia) is a specialist marketing consultancy that services clients operating in the food, drink and agricultural commodities markets, industries and supply chain in the Asia region. We are headquartered in Singapore and have consultancy resources across the Asian region. We have been operating in this capacity, and in related strategy research, since 1991.

Our mission

Our mission is to connect our clients to viable and profitable market opportunities in Asia's food, drink and agri-food commodity markets. In doing this, we aim to provide clients with a clear and concise strategic insight into new opportunities for their brands and products, and how their opportunities can be developed.

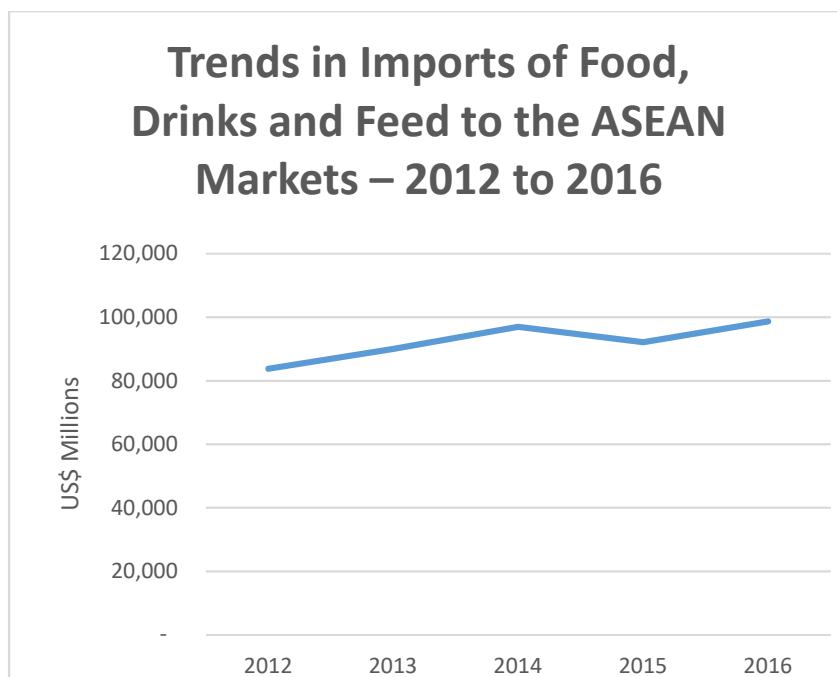
Our specialisation and client focus

We focus on providing specialist marketing expertise to food, drink and agri-food commodity producers and exporters through the provision of total marketing office solutions, on-going strategy advice and marketing assistance, and ad-hoc strategy projects that are aimed specifically at new market entry or the expansion of an existing, but challenged, market scenario.

We principally deal with the senior management teams in our clients, namely the CEO, Chief Strategy Officer or Marketing Director. We also support the strategy projects of senior Government Officials who have a focus on developing export strategies for whole industries that they are required to support. Our work is underpinned by a commercially focused and detailed analysis of the client's targeted markets.

We focus on Southeast Asia

Our core focus is on the ASEAN Community (Southeast Asian) region, which has one of the fastest growing food markets in the world today. The region's market saw record imports in 2016 at around US\$ 97.6 billion, up from US\$ 83.8 billion in 2012. This market continues to be more diverse in terms of demand than China, which has a core policy and regulatory focus on disrupting or preventing imports of products that could damage Chinese producers.



Source: Official external trade data issued by national governments

The ASEAN market will continue to have this status in future, based the forecasts of economic, disposable income and population growth. Future opportunities in the region will also be supported by continued food supply shortfalls and mismatches between Southeast Asian domestic supply and consumer demand.

Since we started operations in 1991, we have noted a common assumption that ASEAN is as easy region to build markets in. Such assumptions have even been made by multinational because their strategic planners did not look at 'both sides of the coin' and undertake a proper risk analysis. While demand is there, the complexity of the region requires that the downsides need to be assessed, just as much as the evident upsides. The ASEAN market, like the rest of Asia is not the West.

We know ASEAN

We have been at the heart of ASEAN and its food, beverage and agri-food commodity market, industry and supply chains since 1991.

Our specialist team is deeply embedded in the region's policy and regulatory environment, food cultures, consumer demand bases, wholesale, retail and food services supply chain and information channels as a result of on-going work for clients.

Our ongoing work for clients brings us into frequent contact with food buyers, importers, R&D teams, marketers and senior management in the private sector, and policy-makers and regulators in governments. We work in the ingredients and additives, food service and retail markets.

If you have questions, please contact us. We can help you

If you are seeking new market entry to ASEAN, to boost performance in one or more of its markets, or face a problematic challenge in the market, supply chain or regulatory environment, it is likely that we have handled similar client demands in the past. Please free to contact us about your needs.

What we do our clients

- Managing regional marketing offices and providing market representation in Asia, since 1996.
- Market entry research, analysis, assessment and planning, since 1991.
- Asian region strategy assessment, development, advice and providing of second-opinions, since 1991.
- Exporter strategy development reviews, coaching, training, capacity building and advice, including B2B branding development, since 1996.
- Marketing communications and event management, since 1996.
- Trade promotion services, since 1996.
- Regulatory and trade policy research, reporting and advice, since 1991.
- Export business and program performance evaluations, since 1996.

How to contact us

We can be contacted at:

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