



GARY LIM CONSULTANCY

166, Waterloo Street
#04-168
SINGAPORE 187963

Tel: (65) - 6339-9593
Fax: (65) - 6338-8802

Welcome to Gary Lim Consultancy, based in Singapore with associate offices all key cities in Asia, including China. Asian markets offer immense opportunities for many kinds of products and services. However, Asia is fraught with obstacles and dangers, ranging from government policies, cultural barriers, lack of access to distribution channels, lack of suitable partners, poor and tardy communication, elusive customers, inadequate market data, trade barriers, inadequate infrastructure, legal issues, etc.

Our expertise in Asia is derived from our extensive experience in "hands on" marketing in many industries in Asian and China markets. This expertise is available to you to help you overcome your problems so as to achieve satisfactory market penetration in Asia and China.

We offer training courses on various topics of marketing in Asia as well as provide private consultation sessions on your issues on Asian markets.

Feel free to look around and enjoy your stay.



166, Waterloo Street
#04-168
SINGAPORE 187963

Tel: (65) - 6339-9593
Fax: (65) - 6338-8802

CONSULTANCY

Do you have problems with any of these issues in marketing your products in Asia?

Why are my sales so low compared to the seemingly big market potential in Asia?

Why aren't my agents, distributors and customers in Asia responding to me?

How do I find qualified and capable distributors to handle my products in Asia?

What are the cultural barriers of selling and doing business in Asia and how can I overcome them?

How do I deal with government bureaucracy, red tapes, and other barriers of doing business in Asia?

Doing business in Asia involve high cost and exposure to risks that I am not familiar with. How do I minimize them?



These are the major problems encountered by most companies when they tried to market their products in Asia.

With more understanding and knowledge of the Asia markets, these companies can navigate through the intricacies of the marketplace to achieve their goals.

Gary Lim Consultancy will provide the guidance and advice to help you achieve your goals in the Asian markets.



166, Waterloo Street
#04-168
SINGAPORE 187963

Tel: (65) - 6339-9593
Fax: (65) - 6338-8802

TRAINING & SEMINARS

In addition to providing consultancy, we also conduct seminars and talks to businessmen and executives to help them in penetrating the markets in Asia and China.

Title	Duration
Marketing to Asia	2 days
Asian Business Environment	2 days
Expanding your Asian Markets through Distributors	2 days
Handling Cross Cultural Issues in Asia	1 day
Developing dealer network in Asia	2 days
Selling to China Market	1 day

These seminars aim to help you and your marketing executives to understand the various aspects of marketing your products to Asia.

The ultimate objective will be to address your issues so as to achieve satisfactory market penetration in Asia.

The seminars listed above are regularly hosted.

Please contact Gary Lim for more information.



166, Waterloo Street
#04-168
SINGAPORE 187963

Tel: (65) - 6339-9593
Fax: (65) - 6338-8802

PROFILE



Mr. Gary Lim is the Principal Consultant of his own marketing consultancy firm. He has held positions of General Manager, Marketing Manager and Engineering Manager of several multinational companies, including Australian, Japanese and US Fortune 500 companies. The business activities of these companies cover a wide range of industries.

With more than 22 years of corporate experience in these industries, Mr. Gary Lim has extensive knowledge in marketing and management in the Asia/Pacific region. His experience includes 2 years in USA covering the North American market, 4 years in the Hong Kong regional office covering markets in North East Asia and 18 years in the Singapore office covering markets in the Asia/Pacific, Oceanic and Indian sub-continent regions. The major functions of his jobs in the Asia/Pacific region include market surveys, setting up and supervising distribution and dealer network, negotiating licensing agreements, business development, training, promotion, and ensuring success in market penetration.

Since setting up Gary Lim Consultancy in 1992, Mr Gary Lim have conducted many training seminars on Asian markets in Europe, Australia, South Pacific Islands, South Africa, Middle East, China and other Asian countries. As a marketing consultant, he has provided advice to help companies establish their markets in Asia. His consultancy clients come from all over the world and in many different kinds of industries.

Mr Lim is appointed a technical expert in international marketing by Asian Productivity Organisation (APO) and the United Nations Development Program (UNDP). He is author of "Doing Business in Taiwan", "Cultural Orientation Guide for Vietnam" and "Cultural Orientation Guide for Indonesia". He holds a Bachelor of Engineering Degree from Singapore and MBA from USA.



166, Waterloo Street
#04-168
SINGAPORE 187963

Tel: (65) - 6339-9593
Fax: (65) - 6338-8802

NEWSLETTER

please be patient with us

we are currently still in the process of “printing” our newsletter.
thank you.