THE ASIA ADVANTAGE

Entering Asia

**ASIA IS NOT DIFFICULT TO ENTER.
IT IS DIFFICULT TO ENTER WELL.**

What companies need to know
before they arrive.

A PRACTICAL EXECUTIVE BRIEFING FOR COMPANIES LOOKING AT SOUTHEAST ASIA AND THE WIDER ASIAN MARKET.

September 2026

Kent Jenkins

kent@theasiaadvantage.com

THE ASIA HANDBOOK #01

Table of Contents

Asia: The Opportunity

Asia continues to represent one of the world's most significant growth opportunities. But entering the region requires more than identifying a market, appointing a distributor or flying in for meetings.

The companies that succeed understand something fundamental,
Market entry in Asia begins with alignment — not sales.

The opportunity is significant. But opportunity alone is not a market-entry strategy. Scale, growing consumer markets, infrastructure investment and digital adoption create enormous potential — but understanding where your business fits, and who you need alongside you, determines whether that potential becomes commercial reality.

Five mistakes I repeatedly see

Treating Asia as one market	Indonesia is not Thailand. Thailand is not Vietnam. Singapore is not Malaysia. The commercial environment, decision-making process and stakeholder structure can be completely different.
Choosing a partner too quickly	The person who can arrange the first meeting is not necessarily the person who can deliver the outcome.
Selling before understanding the room	Who actually makes the decision? Who influences it? Who needs to support it internally? These questions often matter more than the presentation.
Expecting Western timelines	Silence does not necessarily mean rejection. Equally, enthusiasm does not necessarily mean approval.
Trying to manage Asia remotely	Zoom can maintain relationships. It rarely creates the relationships required to enter a difficult market.

10 things worth knowing before you enter the room.

READ THE ROOM

01 — The first meeting is rarely about the deal.
It is often about establishing who you are, why you are there and whether there is a reason to continue talking.

02 — Relationships don't replace capability. They unlock the opportunity to demonstrate it.
You still need the product, price and proposition. But without the right relationships, you may never reach the right table.

03 — The most senior person in the room isn't always the person moving the decision.
Understand the influencers, advisers, technical teams and internal stakeholders around the decision-maker.

04 — "Yes" doesn't always mean yes.
Politeness, enthusiasm and genuine commercial commitment are not the same thing. Learn to recognise the difference.

05 — Silence isn't always "no."
Decisions can move slowly and internally. Know when to follow up — and when pushing harder can work against you.

THE ASIA ADVANTAGE

BUILD THE POSITION

06 — Your local partner matters enormously.
Don't choose someone because they know everybody. Choose them because the right people know, trust and respond to them.

07 — Government may matter even when you're selling to business.
Regulation, licensing, state-owned enterprises, local authorities and government relationships can influence opportunities far beyond direct government contracts.

08 — Face-to-face still matters.
Technology makes communication easier. It hasn't replaced trust.
Being on the ground demonstrates commitment in a way another video call cannot.

09 — One Asian market doesn't validate another.
Success in Singapore doesn't automatically translate to Indonesia, Thailand, Vietnam or the Philippines. Each market needs to be understood on its own terms.

10 — Know when to walk away.
Not every introduction is an opportunity. Not every opportunity is funded. And not every market deserves your time and capital.

In Asia, knowing what **not to do** can be as valuable as knowing what to do.

Before spending serious money, answer these questions

- Which market should we actually enter first?
- Who are the real decision-makers?
- Do we require government or regulatory alignment?
- Who should represent us locally?
- Do we need a partner, distributor, JV or direct presence?
- What does the competitive landscape really look like?
- What relationships need to exist before we begin selling?
- What will market entry realistically cost?
- How long should we expect it to take?
- Most importantly, who do we need sitting across the table from us?

The objective isn't to get into Asia.
The objective is to build a position in Asia that can win.

Before you book the flight.

For executives and companies considering Asia, sometimes the most valuable first step isn't a market study or an expensive consulting engagement.

It's a conversation with someone who understands the market.

The Asia Advantage helps companies determine where to start, who they need to know, what obstacles they are likely to encounter and whether the opportunity warrants further investment.

Executive Market Session
A focused discussion around your opportunity.

Market Entry Assessment
Market, stakeholder and positioning review.

Market Representation
On-ground introductions, representation and development.

Partnerships & Collaborations
Identifying and developing the relationships required to move forward.

Thinking about Asia in 2027? ***Start now.***

Kent Jenkins
The Asia Advantage
Helping Companies Win in Asia
kent@theasiaadvantage.com

The Asia
Advantage

Entering Asia.
What companies need to know before they arrive.

Before you commit

For executives and companies considering Asia, sometimes the most valuable first step isn't a market study or an expensive consulting engagement.

The Solution

It's a conversation with someone who understands the market.
A 60-minute executive discussion focused on your specific Asian opportunity.

EXPERT ADVICE

- Executive Session
- Market Entry Assessment
- Market Representation
- Partnerships & Collaborations

BEFORE YOU COMMIT - START HERE

US$595

60-Minute Executive Market Session

Before you spend US$50,000 entering Asia, spend US$595 making sure you're entering it the right way.

A limited number of Executive Market Sessions are available each month.

Contact us for more information about our offer

+66-80882-3121
kent@theasiaadvantage.com
Southeast Asia / Asia-Pacific