



Ace Biotech

Operational **business** development solutions
for **Biotech** SMEs across **Asia-Pacific**.





Multinational business facilitator for Biotech & Medtech companies looking to break into Asia-Pacific's leading markets.

Ace Biotech is a multinational business-facilitator company dedicated to Biotech and Medtech SMEs looking for critical leverage and fast-track solutions to break into the fast-growing markets of Asia-Pacific.

We provide innovative companies with tailored expansion-strategy support and operational business development solutions - including strategic partner sourcing, business matching and effective distribution-network management spanning across 13 different countries.

Why Asia?

Not only the most populous continent on Earth, Asia also shows the fastest economic growth with tremendous technological boom.

China, Japan and Korea are ones of the largest markets for biotechnology products in the World, while most South-East Asian countries including Thailand, Indonesia or Vietnam (Tiger Cub Economies) are on the path of becoming undeniable marketplaces that Western companies can no longer afford not to include in their international business expansion plans.

With China set to become the World's biggest economy by 2028 and an ever-growing interest for biotech solutions, current trends will only get stronger moving forward.

Major challenges.

Although business-friendly, Asian markets are not easy to penetrate for Western companies, mostly due to an important business culture gap, strong language barriers and a misunderstanding of key success factors to fruitful partnerships.

Asian countries are very different from each other and must not be considered as a whole. Rather, penetration strategies and business expansion plans should be carefully thought out and based on markets' specifics.

Understanding customs, best practices and knowing what to expect is key to successful business. Yet, this can prove a difficult task for foreign businesses with little experience, operating from outside Asia.





We know the market. We understand the culture. We speak the language.

The Life-Science industry has its own standards, requirements and practices. So does every single Asian market.

As a local insider deeply rooted in the Biotech ecosystem, Ace Biotech extends the most pragmatic, proficient and custom-built services across the industry landscape.



Biotech
specialists



Strategic
office locations



Extensive market reach
across entire Asia-Pacific



Experienced with
Chinese market



Chinese native
speaking team

Why Ace Biotech?



We are a team of highly-experienced, locally-based international sales specialists with extensive networks spanning across 13 countries and 44+ years' cumulative experience in the biotech industry.



Save time.

Searching for, interviewing, training and monitoring business partners takes time – a great deal of time. Ace Biotech sources, identifies, trains and manages your distribution-network partners for you. A simple objective: grow your revenues.



Save costs.

Oftentimes overlooked, distribution network development comes at a cost - in time, efforts and money. With Ace Biotech, the investment is clear straight from the beginning. No additional charges, no hidden costs. Just ROI.



Save troubles.

Misunderstandings and miscommunications are very common with overseas partners, especially in Asia. Not only do we help prevent potentially tricky situations from occurring, we stand by your side at all times and assist you in any way we can.

Multi-market approach. Exponential growth.

Effective approach to successful new-market development.

Ongoing Management

Having the right partners represent your company is good. Ensuring they successfully sell your products and outperform targets is even better. Ace Biotech's Product Managers look after your partners and handle training, sales coaching and team management to ensure your products get all the attention and focus they require.



Local Representation

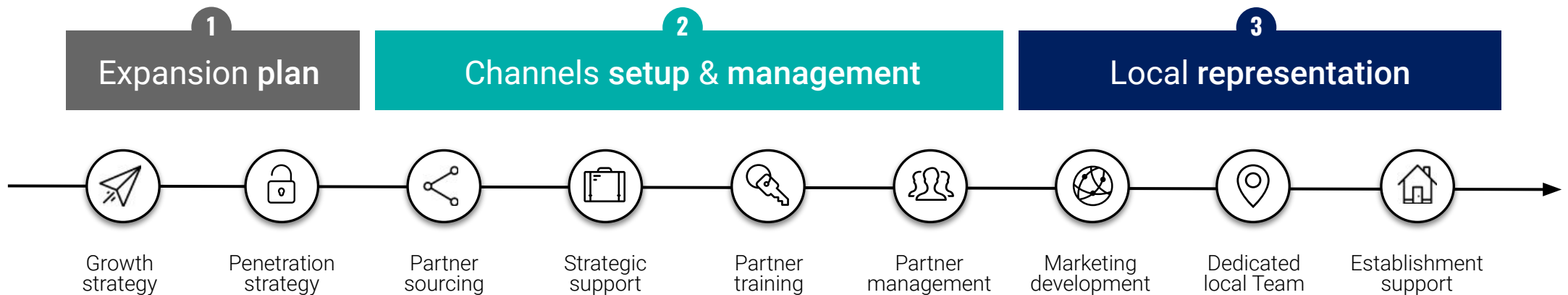
There is a limit to what remote management, confcalls and emails can do. Ace Biotech's teams help boost your sales by giving your business a solid and local presence, carrying out frequent meetings, coordinating key marketing actions and participating in major industry events. Our teams can also assist with translation services, marketing development and on-site technical support and servicing.

Strategy & Channels Setup

Establishing a solid, powerful network of trustworthy, specialized and dedicated distributors is a critical success factor and key component of your business development across Asia-Pacific. Rely on Ace Biotech's extensive networks in the region to give your business the best chance to succeed and build your distribution network.

On Your Side. Every step of the way.

Whether you are just getting started, eager to consolidate existing sales or looking to expand, our broad range of tailor-made, pragmatic business development solutions will help you achieve your goals - and surpass them. From market penetration to local establishment, Ace Biotech supports your business growth across Asia-Pacific through effective, operational services and a local team of experts you can trust and rely on.



Ensuring exponential growth across 13 highly-strategic markets.

Multi-market approach.

From 1 to 13 markets, through the same results-oriented, tailored approach.

Business expansion strategy.

Definition of your channel strategy and Asian business development plan: targets, partner & client profiles, objectives, product USPs & specifics.

Business partner identification.

Research, meeting, selection and introduction of key partners in selected target markets. Strategic assistance with agreements, translations, T&Cs.

Business partner training.

Facilitation of technical and product trainings with your partners. Setting targets, marketing roll-out & sales action plan, follow-up calls.

Local marketing development.

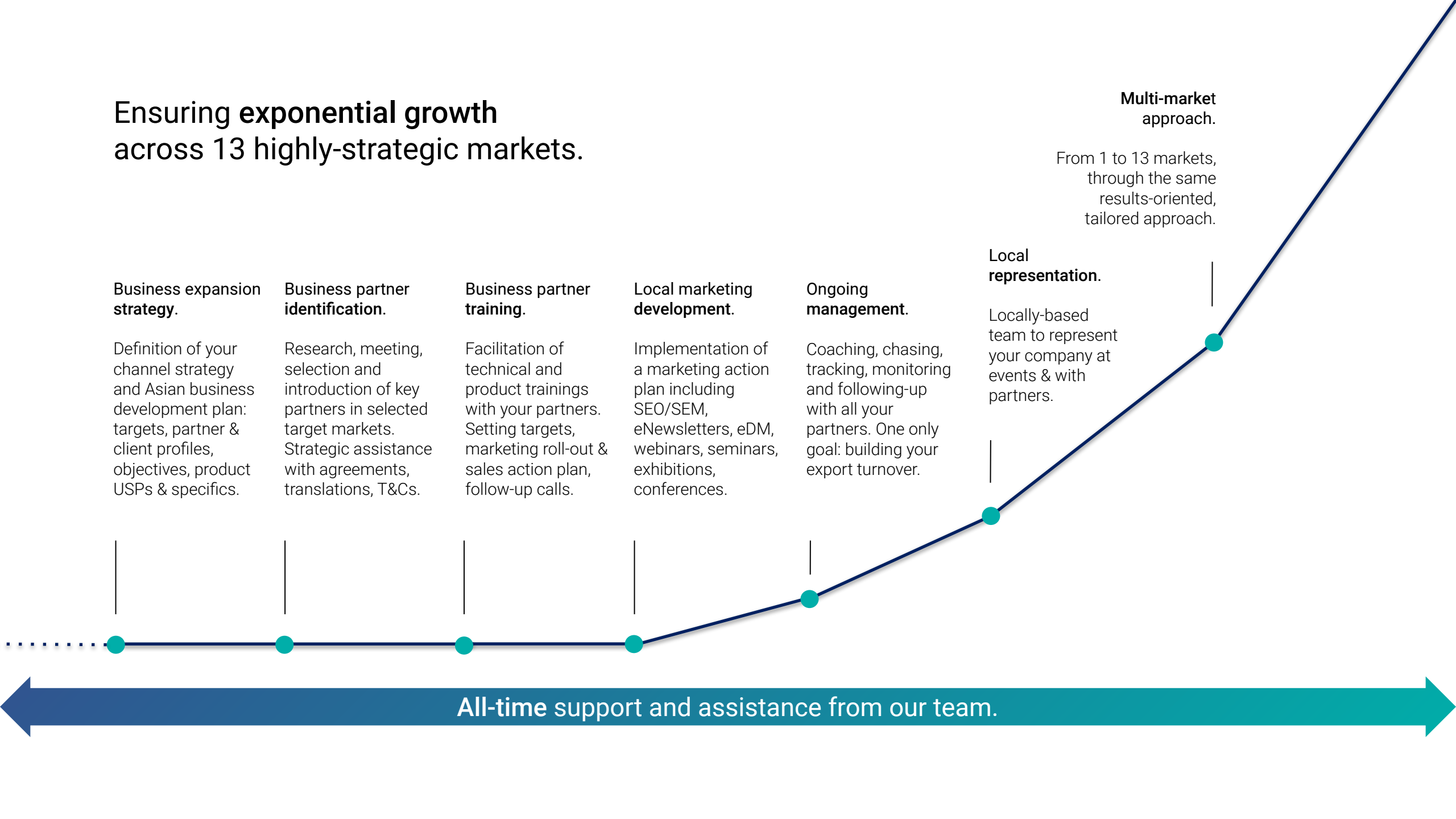
Implementation of a marketing action plan including SEO/SEM, eNewsletters, eDM, webinars, seminars, exhibitions, conferences.

Ongoing management.

Coaching, chasing, tracking, monitoring and following-up with all your partners. One only goal: building your export turnover.

Local representation.

Locally-based team to represent your company at events & with partners.



All-time support and assistance from our team.

Broad range of tailor-made solutions.



Market Penetration & Channel Strategy

Defining the most suitable strategy for your development in Asia-Pacific, with regulation & conformity requirements.



Partner Sourcing & Business Matching

Scanning target-markets for trustworthy partners – specialized distributors, ODM/OEM, agents – and building up your networks.



Distribution Network Management

Training, coaching and managing your partners, closely monitoring sales to ensure forceful business development and performance.



Strategic Support

Ongoing assistance with contracts and partnership negotiations, linguistic, cultural and legal support, translations.



Local Representation

Dedicated Ace Biotech collaborators to represent your company locally for business meetings, trainings and specific events.



Marketing Development

Product adaptation/development, positioning, channel marketing, exhibitions, user meetings, seminars, SEO/SEM.

1 partner. 13 markets.

East Asia's "Big 3"



China



Korea



Japan

Pacific Asia's "Dragons"



Hong Kong



Taiwan



Singapore

South-East Asia's "Tiger Cubs"



Thailand



Malaysia



Vietnam



Indonesia



Cambodia

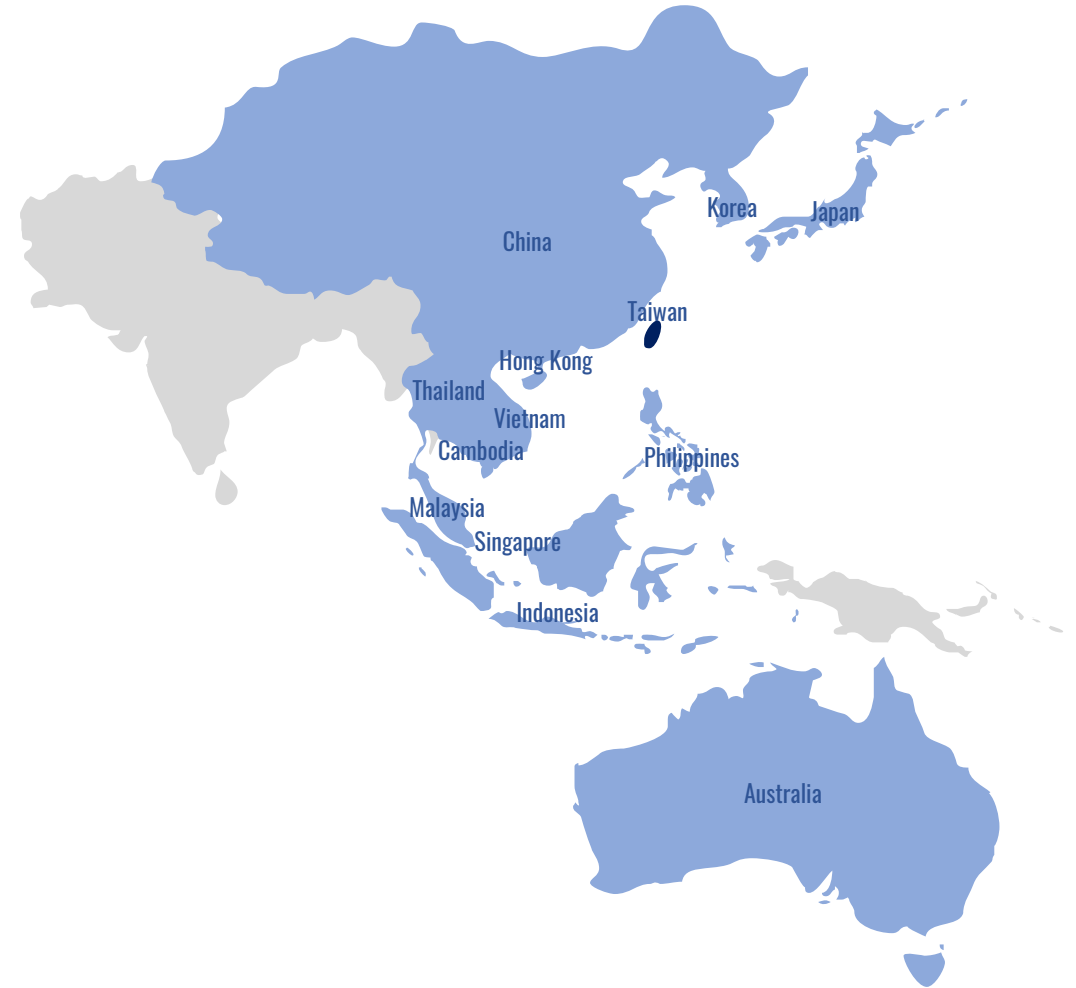


Philippines

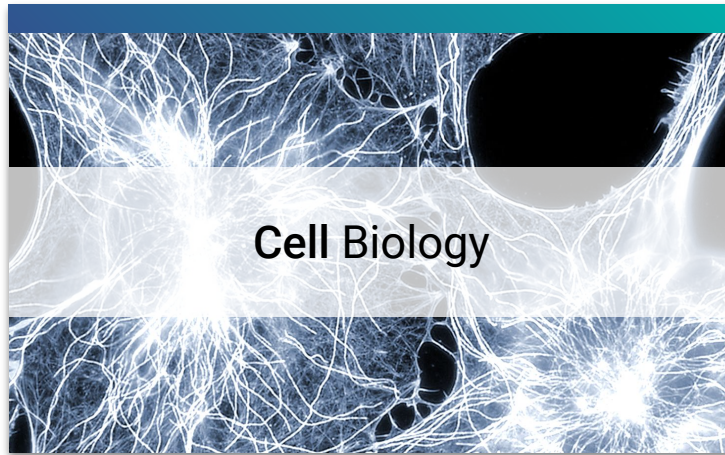
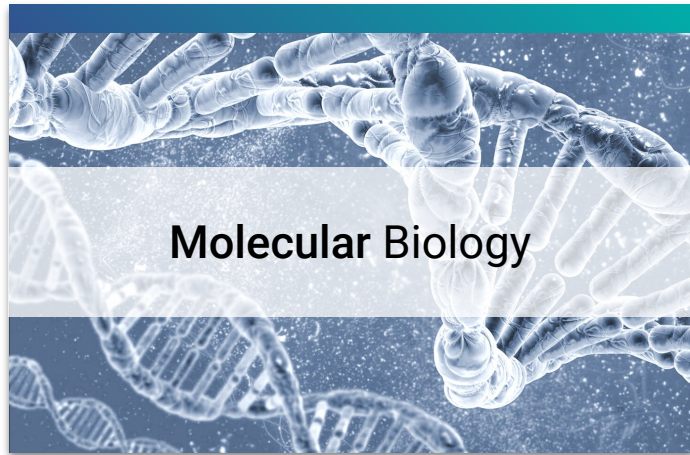
Oceania's "Lucky Country"



Australia



Genuine life-science expertise.



They entrust us with their Asian business expansion.

As of April 2021, we have helped 27+ innovative Biotech/Medtech SMEs and startups break into and grow their business across some of the most prominent markets of Asia-Pacific. Our local teams of biotech experts support you through the most critical phases of your international expansion journey.





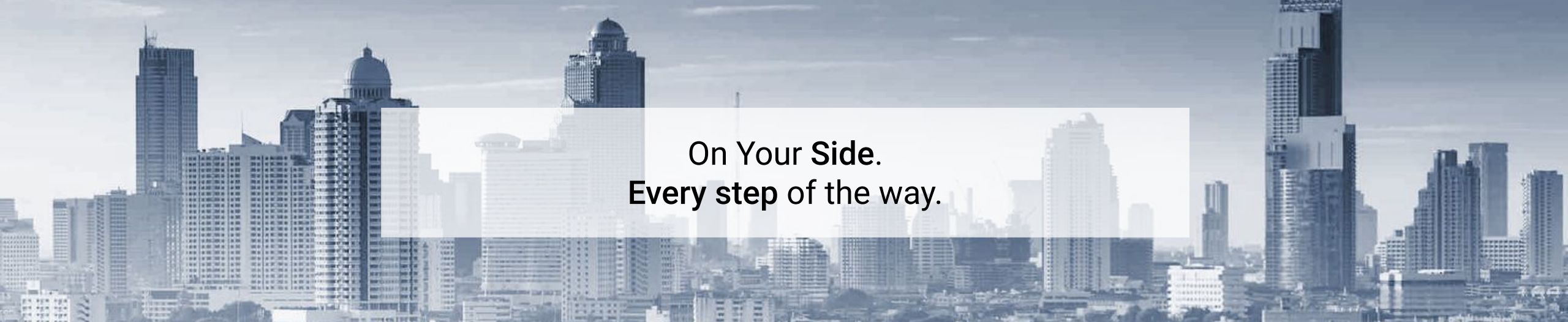
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On Your Side.
Every step of the way.

Meeting #1
kick-off

Meeting #2
partners selection

Meeting #3
agreements & introduction

On-going report meetings
sales performance tracking

Sourcing

Negotiations

Training

Sales management