



ASIA PERSPECTIVE

Asia Perspective

Your Partner in Asia

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Introduction

Asia Perspective is the most trusted and well recognized partner and service provider for European companies in China and Southeast Asia.

We are clearly specialized in bridging the business ecosystems of Europe and East Asia. Our services cover market entry and growth, operational setup and reorganization, production and sourcing, as well as cross-border M&A and financing.

Our approach has always been to offer realizable advice and hands-on support – actually getting our hands dirty on the ground implementing the strategies and plans that we develop for our clients. We offer both project based advisory to help develop your business, and ongoing business services to unburden you from setting up and managing your own sales, operations, sourcing or production in Asia.

With decades of experience in the region, and we have supported European market leaders in reaching their business goals and visions. We now count many of them amongst our recurring clients.



Our Services



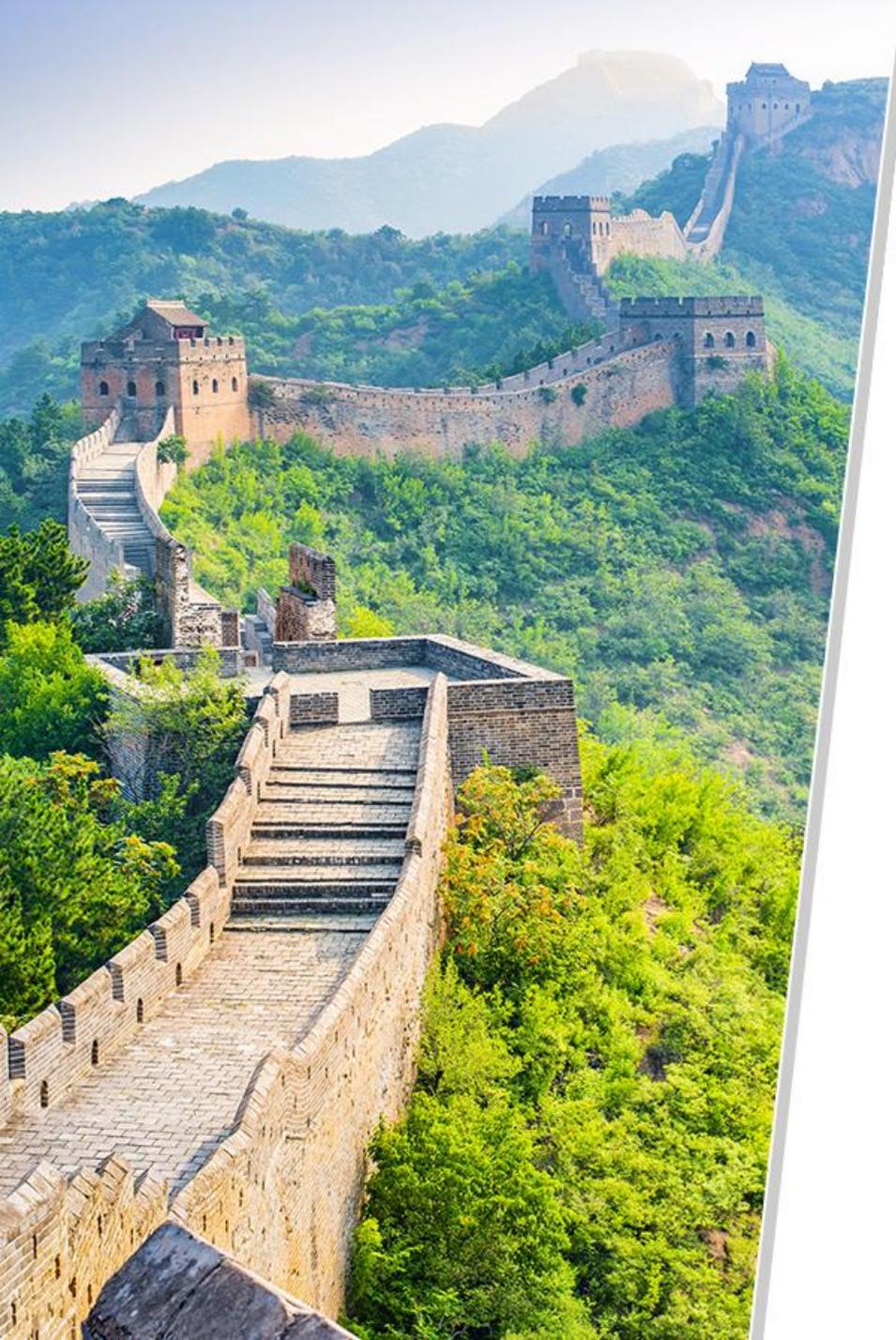
ASIA PERSPECTIVE Business Services

- Continuous support as an efficient alternative for clients to set up sourcing offices, sales offices or other functions.
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ASIA PERSPECTIVE Advisory & Strategy

- Project based support in strategy and advisory within our fields of expertise, such as market expansion, restructuring, sourcing, production and M&A.



Business Services

We help you grow without carrying the cost and risk of setting up new organizations internally.

With our business services you will have dedicated teams in China or Southeast Asia working as an integral part of your organization, but under our management and administration and with the support of the rest of our team.

Example of business services include:

- Comprehensive sales office
- Comprehensive sourcing office
- Logistics management
- Virtual office (managing salaries and administration for your staff)
- Interim management (across all c-suite levels)
- Operations management
- B2B sales
- Supplier management and quality control

Our Expertise



**Market Entry &
Market Expansion**



**Sourcing &
Supply Chain
Management**



**Transformation &
Restructuring**



**Mergers &
Acquisitions**



Market Entry & Market Expansion

Entering a new market can be an expensive and time-consuming process with a steep learning curve. We lower the entry barriers to Asia and guide you to success

Typical Projects:

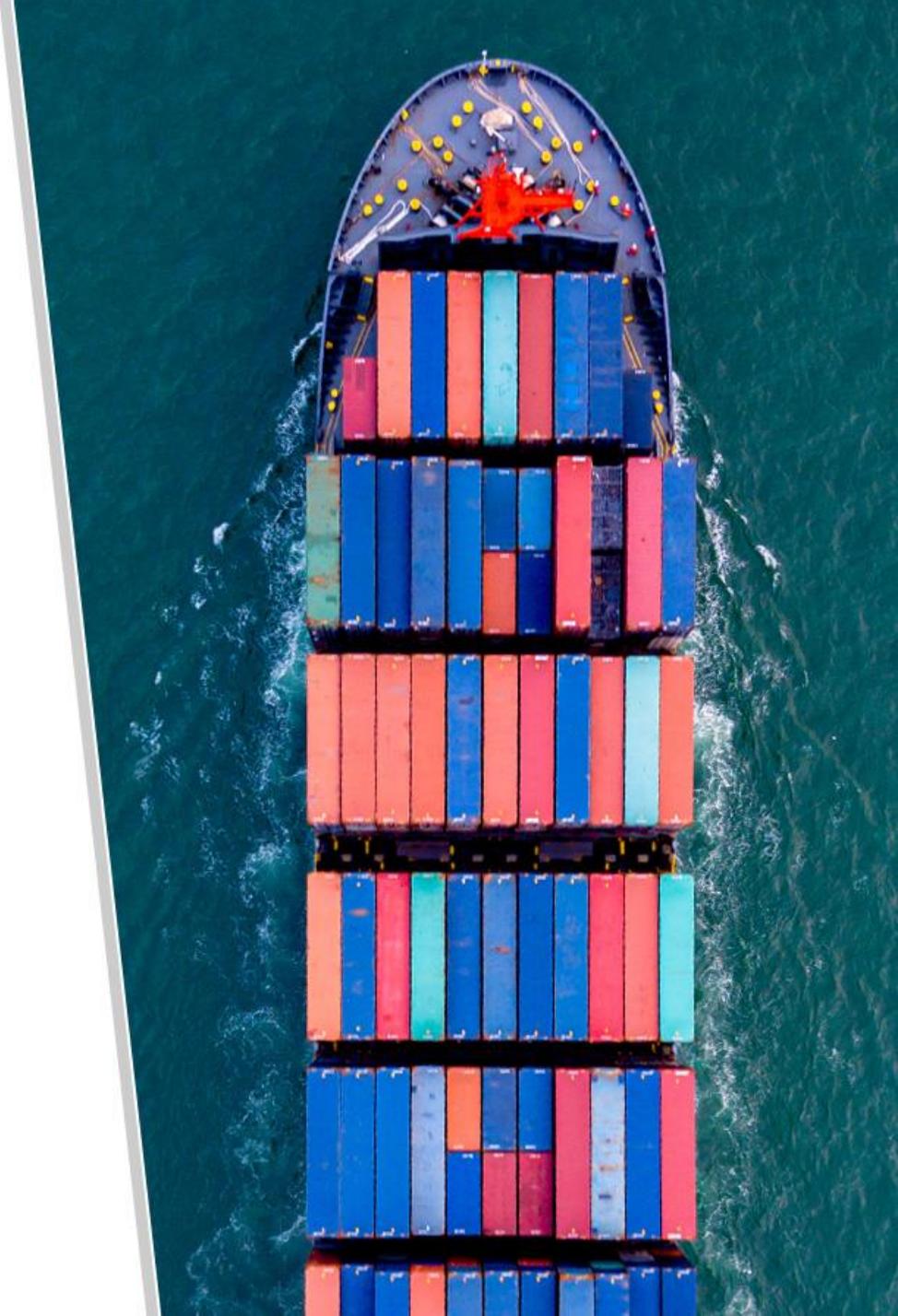
- Market entry feasibility study
- Comprehensive sales office service
- Market entry or expansion strategy
- Go-to-market step-by-step implementation roadmap
- Practical market expansion implementation
- New segment identification
- Distributor channel development
- Market research
- Product suitability assessment
- Comprehensive market entry implementation

Sourcing & Supply Chain Management

We help clients in sourcing and manufacturing more efficiently and in reducing total cost across the entire supply chain. Our deep expertise in this field enables us to tailor a solution to exactly your needs.

Typical Projects:

- Comprehensive sourcing office service
- Strategic cost management and savings diagnostics
- Supply market analysis
- Establishing production, from concept to serial production
- Supplier identification and assessment
- Cost reduction initiative
- Country/region analysis and assessment
- Logistics management
- Sourcing and procurement training
- Supply chain diagnostics and strategy





Transformation & Restructuring

We execute restructuring initiatives of organizations, operations and strategies, helping both new and mature companies transition to their next phase of development with minimal disruption.

Typical Projects:

- Organizational design and development
- Business process redesign
- Cost restructuring
- Process implementation
- Operational setup and management
- Comprehensive interim management
- Transition strategy
- Compliance strategy
- Transition preparation and training

Mergers & Acquisitions

For companies seeking to expand in Asia through inorganic growth, we provide advisory and implementation support, with a focus on cross-border M&A, financing and joint ventures.

Typical Projects:

- Partner/investor target search and evaluation
- Fund raising
- Joint venture set-up
- Negotiation support
- Legal set-up and registration support
- Operational due diligence
- M&A advisory
- Divestment support
- Post merger integration





Ventures

AP Group's venture arm Lotus Ventures invests in, and supports startups and growth companies that we believe can succeed in Asia.

We offer support specifically for startups and growth companies, with access to all of our services used by leading global organizations.

Typical Projects:

- Venture building
- Investments
- Funding
- Fund raising support
- Portfolio companies

Industry experience

With in-depth knowledge and industry expertise, we are ideally positioned to help our clients develop and thrive.



Apparel & Fashion



Automotive



Consumer Goods & Services



Electronics & Tech



Energy & Environmental Technology



Food & Beverage



Health & Medtech



Industrial Goods & Services



Private Equity



Retail



Software & Platforms

Selected clients

Read about real client cases at www.asiaperspective.com



Leadership



Daniel Karlsson
Managing Partner

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Daniel Karlsson is the founder and Managing Director of Asia Perspective. He has over 20 years of Management Consulting experience, focusing on Supply Chain Management, Procurement as well as Growth Strategy engagements in emerging markets. Daniel is a leading expert when it comes to business between the Nordic region and China, and has been instrumental in creating countless cross-border success stories.

Daniel holds an MBA from the University of Tampa, US, and a BA from the University of South Florida, US.



Alexander Ociczek
Partner

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Alexander Ociczek is based between Stockholm and Shanghai, leading the operations in the Nordics region. He brings with him expertise in law and is also charge of legal and contractual matters. Alexander has been with Asia Perspective since 2015 and has extensive experience in supporting clients across all of China and Southeast Asia, as well as in a multitude of different projects ranging from market strategy and business expansion to sourcing and reorganization.

Alexander holds an LL.M in Law from Stockholm University, and a B.Sc in Business and Economics from Stockholm School of Economics.



Sam Li
Partner

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Sam Li joined as Partner in 2018 and is responsible for all aspects of the firm's operations in China. He brings with him over 20 years' experience leading and advising organizations, and has acquired extensive hands-on experience in market expansion, cross border negotiation and JV formation, corporate strategy, M&A due diligence and operational improvement.

Sam holds an MBA from BI Norwegian Business School, as well as a BS in Mechanical Design, Manufacturing and Automation from East China University of Science and Technology.



Johan Annell
Partner

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Johan Annell is manager of the Beijing branch. His expertise is in business transformation, re-structuring, the tech sector and operations. Johan has long worked with exports and establishing partnerships in China. His expertise spans various industries such as automotive, sustainable materials, industrial equipment, medical devices and industrial applications of IoT.

He is fluent in Mandarin and has an M.Sc. in Industrial Engineering & Management from Chalmers University of Technology and a M.Sc. in Financial Economics from Gothenburg University.



Johan Hackman
Partner

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Johan Hackman has led projects across a wide variety of industries such as machine building, FMCG, Retail, Automotive, High-tech and Med-tech. He has supported global clients in developing best-in-class solutions in projects such as supplier evaluation, operational due diligence, inventory management and design of global logistic networks.

Johan holds an M.Sc. In Economics from Åbo Akademi University in Finland and has studied at the Chinese University of HK, National Taiwan Normal University, and Central Institute of Nationalities Beijing.

Leadership



Bobo Lin
Associate Partner

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Bobo Lin is manager of the Zhongshan branch. She has more than 15 years of experience working for European and Chinese Fortune 500 companies, and has acquired a wide expertise, especially within sourcing, from the positions she has held, including that of procurement director. Bobo has also been involved in the entire process of multiple mergers and acquisitions. Spanning from negotiation through to post merger integration

Bobo holds a M.Sc. degree in accounting and finance from the University of Manchester.



Luca Poggiaroni
Associate Partner

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Luca Poggiaroni is based in Milan and is in charge of Asia Perspective's business development in Italy. He has a diverse background with experience in both entrepreneurship and M&A.

Luca has more than 20 years of experience in an array of industries including food & beverage, FMCG and publishing. He joined Asia Perspective in 2022 coming from his previous position as a partner at Seta Capital, working with cross border transactions and strategic advisory involving China.

Luca holds an MBA from Bayes Business School (UK) and a Bachelor in History from Università Degli Studi di Milano.



Tuomas Lilleberg
Associate Partner

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Tuomas joined Asia Perspective in 2022 and is based in Shanghai. Coming from his most recent position as Vice President of China & South Asia at Fibox, he brings with him over 20-year of experience from industries such as shipbuilding, oil & gas, machine building, electrical components and HVAC.

Tuomas has spent a significant part of his professional career setting up companies and regional branches. He has particular experience in managing "red tape" issues as well as in cross-cultural management.

Tuomas holds an MSc. in Industrial Engineering and Economics degree from the Lappeenranta University of Technology in Finland.



Clement Janin
CFO

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Clement is vastly experienced in financial management. As Asia Perspective's CFO he is managing the company's financial operations, providing strategical support, FP&A, risks analysis and ensuring sound financial resources' allocation.

Clement joined Asia Perspective in 2021 after spending most of his career between Asia and Europe. He has strong expertise in financial reporting, financial reporting, investment analysis, restructuring, cost control and fund raising.

Clement holds a master's degree in Management & Corporate Finance from KEDGE Business School Bordeaux, and has acquired his CPA in France.



Emily Chen
HR Manager

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With a strong experience working in HR, Emily is in charge of Asia Perspective's HR activities globally.

Emily has over 10-years of experience working in human resources in well-known multinational corporations, covering diverse industries such as manufacturing, technology and consulting companies.

Emily earned her B.Sc. Degree at Tianjin University of Science & Technology.

Contact Us

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