



PETER C.K.H.

SERVICE BROCHURE

About us

PETER C.K.H. is an International Market Entry and Expansion Specialist that specifically cater to technology-based companies that are in the frontiers of leading-edge innovation and solutions in their respective industry.

We assist ANZ companies do business in Asia, Europe and North America. We also assist oversea companies develop customer base in ANZ.

Since 2000, our company has worked with over 3000 clients on their international expansion plans.

What is unique about what we do is that over the last 23 years, through our network, experience, technology commercialisation and ability to connect applications to markets, establishing a network of technology partners. Alternate Technology has a high success rate of developing and expanding a client's market presence in the region.

Regional opportunities

North America and Europe are resilient and growing markets that can provide you with a key source of new business opportunities and strategic partnerships for growth.

By 2030, Asia is expected to add approximately 60% to global growth. With sustained economic growth and stability, many business leaders throughout the world see Asia as a logical expansion destination. Governments across Asia offer a number of incentives for foreign investors, including free trade zones, business grants, and competitive tax rates and tax rebates.

U.S. goods and services trade with Australia totalled an estimated \$77.1 billion in 2022 (latest data available). Exports were \$52.1 billion; imports were \$25.0 billion. The U.S. goods and services trade surplus with Australia was \$27.1 billion in 2022.

The United States and Australia have a close and cooperative trade relationship, which is underpinned by the U.S.-Australia Free Trade Agreement (FTA) Both countries have:

- ⇒ Strong, robust economies and stable political systems
- ⇒ Long-running AAA credit ratings
- ⇒ Similar language, culture and business practices
- ⇒ Business-friendly environment and open, transparent government practices
- ⇒ Close strategic trade and investment relationship with the US (FTA)
- ⇒ Proximity to growing Asia-Pacific economies
- ⇒ Low tariffs and generous tax incentives
- ⇒ Global demand for the region's energy, minerals & food

We've worked in the Asia, Australian and New Zealand markets for decades and understand local trade and investment environments intimately.

Even in favourable conditions, experience shows that "going it alone" can lead to time-consuming and costly mistakes. Partnering with us allows you to leverage our relationships and target local prospects with ease.

What we offer

Expanding into new markets can be overwhelming especially introducing new or emerging or new technology, looking for new market adoption. We manage and expand our client's sales activities all over the world. From identifying customers and partners (agents, distributors, JV partners), navigating cultural differences, establishing the right connections and managing operational risks.

We can:

- ⇒ Identify potential clients
- ⇒ Develop sales strategies, building and maintaining relationships with clients, negotiating contracts, and meeting client's sales targets
- ⇒ Help tailor your market and message to suit localised market needs
- ⇒ Deliver detailed competitive insights and qualified technology partners/customers
- ⇒ Developing Vendor Go To Market strategies
- ⇒ Target new resellers for new business and develop these accounts for continued sales revenue
- ⇒ Develop a roadmap, business plan and budget
- ⇒ Simplify your regulatory, tax, legal and HR obligations
- ⇒ Choose the right international market for your company
- ⇒ Determine the finances and funding necessary to scale internationally
- ⇒ Understand the business culture and conditions of your target market
- ⇒ Establish a sound strategy for market entry and sourcing on-the-ground support

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ATTENTION
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Our links with key economic development agencies in the US, UK and Europe can also help you quickly and effectively gain entry to new national and regional markets through investment incentives that offer structured support and a proven method for success.

Do you need a reliable and experienced team of in-country foreign direct investment (FDI) specialists to set up, manage and deliver your programs and initiatives?

Peter C.K.H. has longstanding investment attraction experience assisting government and economic development agencies (EDAs) throughout the US, UK, Europe, and Asia-Pacific.

Let us show you how to attract FDI, aid regional job creation and boost local economies by:

- ⇒ Defining your offer and developing a unique local selling proposition
- ⇒ Developing the infrastructure to support and welcome first-time foreign direct investors
- ⇒ Setting up programs for match-making and sustainable ongoing business relationships

Do you need a reliable and experienced team of in-country trade advisors to deliver your export programs in Australia and New Zealand?

Alternate Technology acts as in-country representatives on an ongoing basis for over 20 International Economic Development Agencies from the US and Europe:

Let us help you:

- ⇒ Generate trade leads for your exporters
- ⇒ Deliver trade advisory services, market research & briefings and trade mission programs
- ⇒ Recruit new companies to your programmes

WE HELP START-UP VALIDATE THEIR BUSINESS FIT FOR THE MARKET AND DEVELOP A ROADMAP TO ESTABLISH THEIR IN-MARKET PRESENCE.

As your implementation partner, we can guide your success on the ground in new markets.

We can help you:

- ⇒ Define a business structure (independent company, branch or sales office)
- ⇒ Understand property and rental costs
- ⇒ Review industry-specific laws and regulations so your products comply and can be properly certified
- ⇒ Assess your products or services for local-market suitability
- ⇒ Establish a logistics and distribution network
- ⇒ Create a human resources strategy and build a local team

WHY US? BECAUSE WE KNOW CLIENT'S TECHNOLOGY, IT'S APPLICATION AND MARKET. WE KNOW WHO'S WHO IN THE TECHNOLOGY ECOSYSTEM, AND WHERE AND HOW CLIENTS TECHNOLOGY AND APPLICATION WOULD FIT IN.

OUR INTEGRATED BUSINESS DEVELOPMENT SERVICES

CUSTOMER ACQUISITION

Executing on your business development plan, we do everything it takes to bring in the warm bodies: Generating, qualifying and nurturing leads. Crafting, presenting, and closing the order.

CUSTOMER DEVELOPMENT

Working with business and technical leaders alike, we have the depth and experience that are essential to understanding their challenges and delivering effective solutions.

CUSTOMER RETENTION

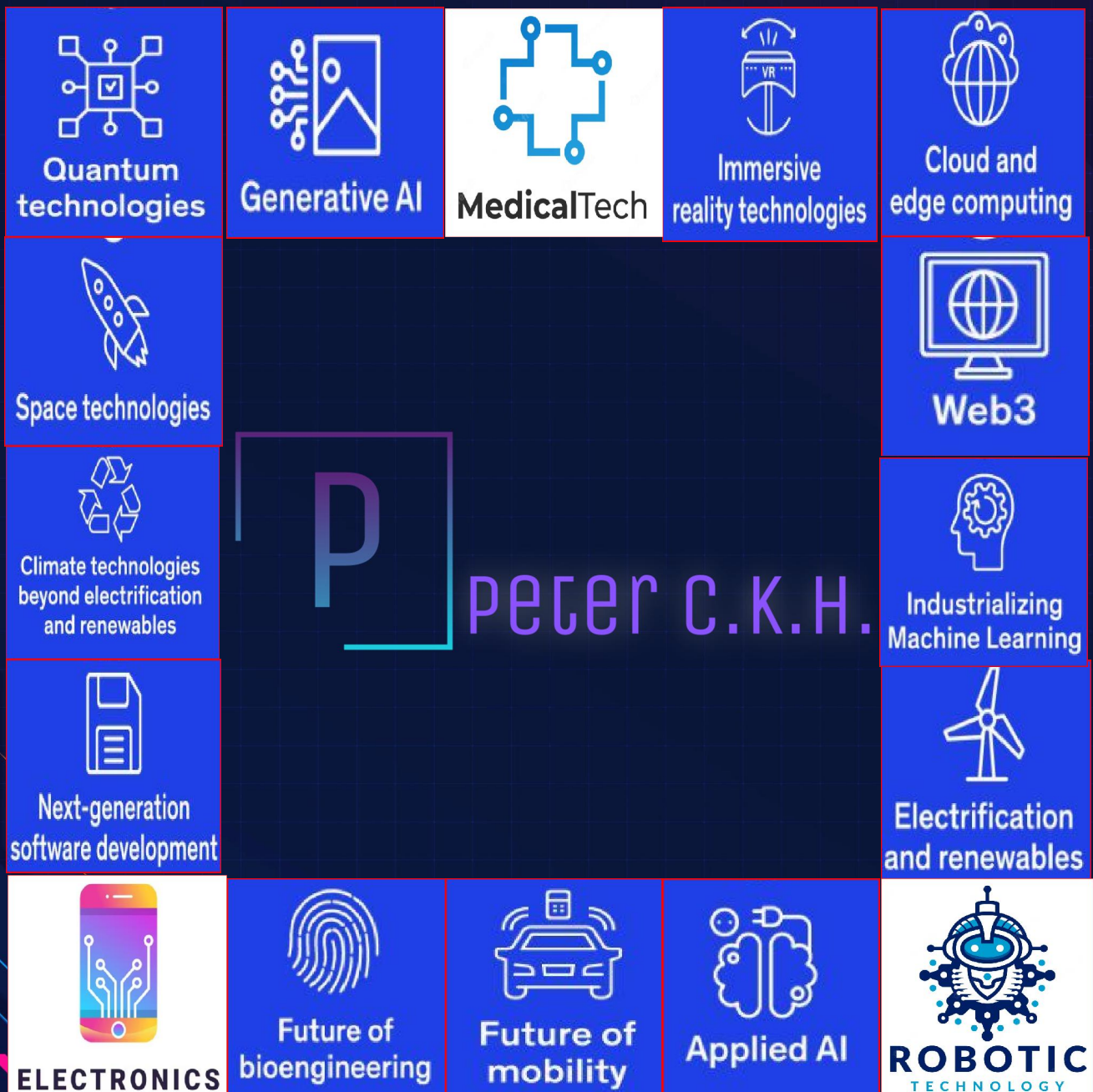
Closing the deal marks the end of the sales cycle – and the beginning of a long and meaningful customer relationship. Or does it? The ability to build and sustain that kind of relationship is what sets us apart.

We deliver the following outcome:

- ⇒ Client has a deep understand of the opportunities presented in the country's technology sectors
- ⇒ Access new markets via technology partnering through local technology partners, integrators and industry bodies
- ⇒ Validate and refine technology innovations on a global scale via connections to end-customers and strategic channel partners
- ⇒ Build a strong go-to-market strategy and integrate within the local's technology ecosystem x
- ⇒ Attract foreign investment to support commercialisation of technology solutions

ATTENTION

TECHNOLOGY TREND



Case Studies

Whilst the European market had proven receptive to NavVis immersive combination of digital twin and indoor 3D mapping technology, the technology was no longer perceived as cutting edge.

The Australian market had never seen anything like this before though, and the time was ripe for 3D mapping company to make some noise and build their market adoption.

But how to get their attention?

Our team got to work identifying suitable markets and service providers to target with outreach.

In month one, we tested the water across a wide range of sectors to gauge response, before honing in on the most receptive early adapter companies.

Once established, we commenced outreach, with highlighting the technology-solutions differentiation benefits that NavVis provide, leading to 200 new contacts, through the following approaches:

- Ideal Customer Profile (ICP) definition
- Define your target market
- Analyze the competition
- Understand the technology and application
- Develop/Identify NavVis unique selling proposition
- Develop a reach out plan
- Prospecting and prospect filtering
- Appointment setting and organise site visits

Business outcome

NavVis reached it's first customer milestone within the first 2 months, with an order valued USD 450,000.

The company established a distribution channel in the Australian market as a direct result of our focused customer network.

Case Studies

Market research opens opportunities in Asia Pacific for US innovator in 3D medical imaging technology

The client requested our assistance in conducting focused market research on the medical device sector in Asia Pacific with the aim of finding new markets for its innovative diagnostic tool for orthopaedic and podiatry specialists.

In order to develop and implement a market entry strategy, the company needed advice on the viability of doing business in APAC, with different jurisdictions, diverse understanding of the market and clarity on their regulatory requirements.

Services and solutions

Our expertise and established networks in the medical industry allowed us to quickly gather up-to-date and accurate intelligence, conduct primary and secondary market research and broker discussions with in-country experts.

We delivered a detailed report identifying regulations that would impact the client's ability to serve the market and provided recommendations on regulatory consultant services to start the product registration process in those countries.

Business outcomes

The company established a presence in the Singapore, Malaysia and Thailand market as a direct result of our focused market research assistance

The product was registered and approved for sale in those by HAS (Singapore), MDA (Malaysia) and MDCD (Thailand, in accordance to ASEAN Medical Device Directive).

There was an immediate return on investment via an initial sale valued at (USD 300,000).

Case Studies

This UK manufacturing and research company that designs and manufactures tools and systems for industry and research requested Alternate Technology's assistance in conducting focused market research on the quantum computing research sector in Australia with the aim of finding new markets for its innovative leading-edge tools that enable materials characterisation and sample manipulation at the nanometre scale.

In order to develop and implement a market entry strategy, the company needed advice on the viability of doing business in Australia, an understanding of the competition and clarity on their application requirements.

Services and Solutions

Our expertise and established networks in the emerging quantum (computing) research industry allowed us to quickly gather up-to-date and accurate intelligence, conduct primary and secondary market research and broker discussions with universities, research institutions, or businesses in industries that can benefit from quantum computing solutions.

Recognising Australia's world-class and cutting-edge capabilities in the advancement of quantum technology research and development, the quantum technology industry could generate over \$4 billion in revenue and 16,000 new jobs in Australia.

We develop a market strategy for the client in Australia with a deep understanding of the current state of the industry, the needs of the target market, and the competitive landscape.

We define the client's target market in the quantum research/computing ecosystem. Develop potential customers in Australian universities, research institutions and businesses in specific industries.

Business outcome

We help our client reached it's first partnership milestone within the 1st month with a collaboration/supply agreement with a research institute from Sydney University nanoscience department. Supplying market-leading research tools that enable quantum technologies, new materials and device development in the physical sciences.

There was an immediate return on investment via an initial sale valued at USD 250,000.



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