



Name of Export Coach:
Mr Lawrence Yeo

Name of Consultancy:
AsiaBIZ Strategy Pte Ltd

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Years of Working Experience:
15 years

Since 1994, Lawrence Yeo has been working as a Strategy Consultant and Advisor to MNCs, SMEs as well as the public sector. He acquired his strategic planning skills at Arthur D. Little, Deloitte Consulting and Synovate Consulting.

Lawrence is a regular columnist in the London Financial Times' Foreign Direct Investment (fDi) magazine contributing to its "View from Asia" section. Read widely by 45,000 global CEOs and government officials he contributes his views from business in Asia to trade and investments.

Lawrence is appointed to be part of a Pool of Experts by the Swiss trade promotion agency OSEC to help Swiss exporters enter Asia markets. He has a BA (Economics) from Simon Fraser University and is pursuing his Masters in Public Administration (MPA) from NUS Lee Kuan Yew School of Public Policy.

Scope of Expertise

- Market Research (market attractiveness, size, growth, trends, environment)
- Strategy Planning (export strategy, marketing strategy and competitive strategy)
- SWOT Analysis, Competitor & Customer Analysis, Regulatory & Legal Environment Analysis, Distribution Analysis, Market Selection and Entry/Export Strategies
- Brand Survey (comparing competitor brands and client's customer feedback)
- Partner Evaluation and Selection (distributors, wholesalers, retailers, investors)
- Market Visits & Trade Missions for trade promotion agencies (market analysis, opportunity identification, partner profiles, meeting arrangement, welcome desk management)

Industry Expertise

- Agriculture
- Food & Beverage
- Transportation & Logistics
- Oil & Gas
- Financial Services
- Light to Medium Manufacturing Industries
- Retail and Lifestyle

Market Coverage

- South East Asia
- Indochina (Cambodia, Myanmar)
- North Asia (China, Hong Kong, Taiwan, South Korea, Japan, Mongolia, Nepal)
- India
- Australia
- New Zealand

Past Working Experience (last 2 employment)

Year of Service 7 years & 4 months
Employer Organization AsiaBIZ Strategy Pte Ltd
Designation CEO & Principal Consultant
Responsibilities & Achievement Strategy Planning, Project Supervision, Sales & Marketing

Year of Service 2 years & 4 months
Employer Organization Synovate Consulting
Designation Manager
Responsibilities & Achievement Project Management, Sales & Marketing, Asia Trainer for consultants

Past Export-Related Projects

- Thailand export market research
- China & Singapore export market analysis and business matching where he organized a trade mission for Brazil's Ministry of Agriculture, Livestock and Food Supply

Professional Affiliations or Other Accreditations:**Affiliations****Current:**

- Part of the pool of experts for the Swiss trade promotion agency OSEC
- Advisor on IE Singapore's advisory portal since Nov 2008
- 'View from Asia' regular columnist for London's Financial Times in its Foreign Direct Investment (fDi) magazine

Past:

- Blogger for Marketing Institute of Singapore on international business
- Policy analysis on PolicyNet regarding economic development, trade and investment promotion
- Awarded the Arthur D. Little's CEO Star Case Award for Excellent Consulting Work
- Adjunct lecturer for SIM's RMIT BBM programme [Bachelor of Business (Management)]
- Chief Trainer for The Young Entrepreneur Mastery (TYEM)