

# BUSINESS BRIDGE ASIA (BBA)

Helping small companies succeed in Asia & Oceania  
with innovative, low-cost business solutions



COMPANY OVERVIEW BRIEF: JULY 2022

<https://businessbridgeasia.com>

<https://www.linkedin.com/company/business-bridge-asia>





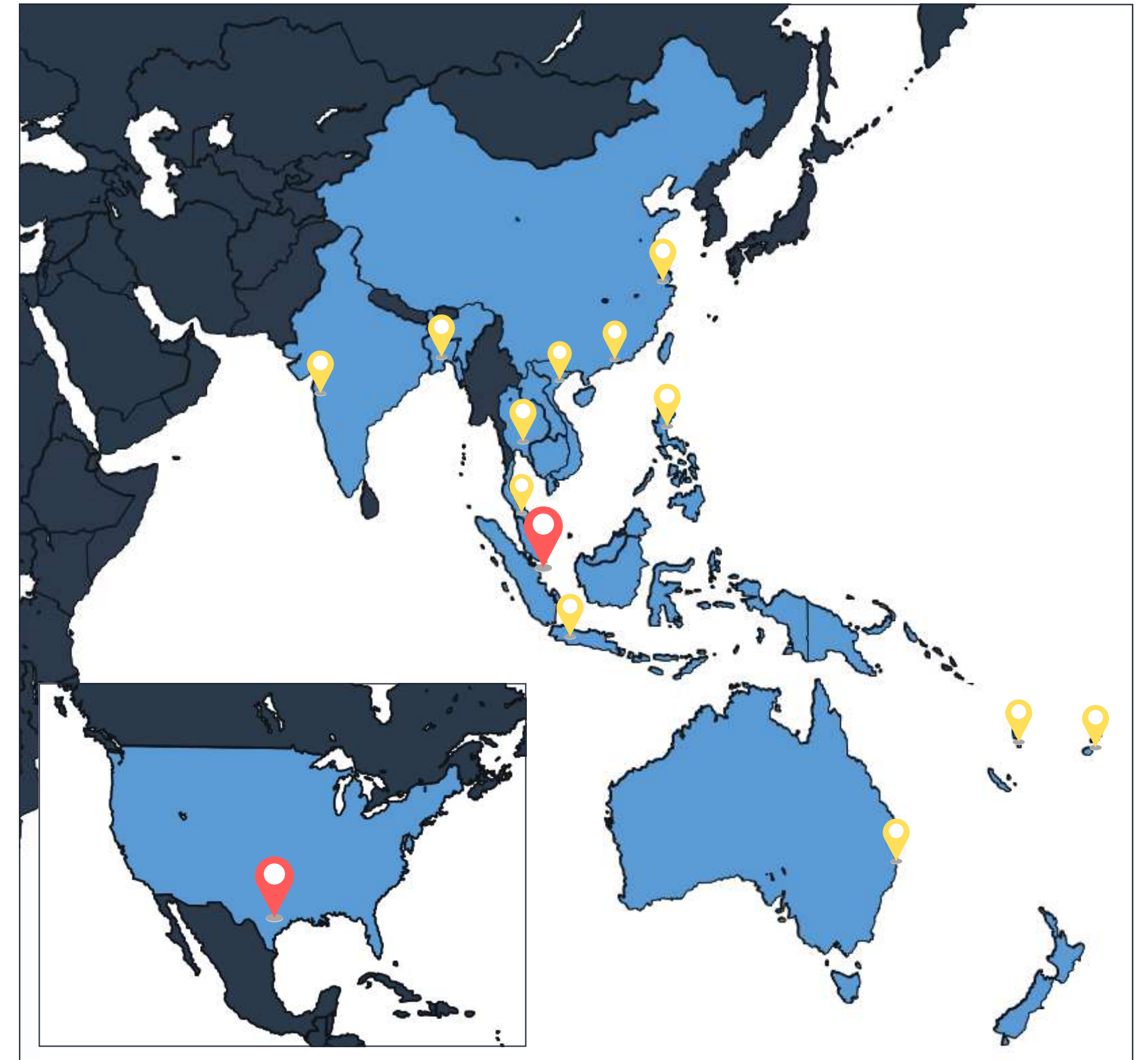
# ABOUT US

Business Bridge Asia (BBA) is a team of successful entrepreneurs, subject matter experts, and former diplomats dedicated to helping small and medium-sized businesses thrive across the Pacific.

Asia and Oceania can be as complex as they are profitable for American companies, and vice versa, but a low-cost, low-profile approach works. Our proven business solutions are customized to the unique needs and financial realities of smaller companies.

We help companies make sales, assess opportunities, solve problems, and connect with trusted local networks via our locally incorporated headquarters in Singapore and the United States, plus resident staff in India, Bangladesh, Vietnam, Thailand, Indonesia, Malaysia, Philippines, Australia, Fiji, Vanuatu, and Greater China including Hong Kong.

BBA runs a separate company, Defense Bridge Asia, to support defense, security, and government clients.



Where BBA works



Countries of  
Expertise



Head Offices



Local Offices

# WHY BBA?

03

## BROAD NETWORK:

BBA has a broad network of contacts throughout the Asia-Pacific region and the US. We can work through our network to answer specific questions and provide linkups with vetted potential partners.

## LOCAL EXPERTISE:

BBA's staff have broad experience in both the US and various Asia-Pacific business cultures. We speak the languages, know the people, and help our clients avoid common pitfalls.

## ETHICAL FOUNDATION:

BBA was founded on ethical principles. We recognize the sensitivities involved in expanding to new countries, and demonstrate propriety in everything we do.

## FLEXIBLE AND AGILE:

BBA's regionally-based team and broad network allows us to adeptly solve problems with tailored approaches, and provide timely answers to critical questions.

## VALUE:

We rely on an efficient approach, using a network of partners, minimal overhead costs, and the ability to surge when required. BBA's services cost far less than sourcing in-house.



# THE BBA STORY

Business Bridge Asia (BBA) was founded by Bryce Madsen, a Singapore-based American entrepreneur who built a successful business enterprise operating throughout the Asia-Pacific, and Andre Rivier, a former diplomat and Asia-Pacific policy expert turned business executive.

After helping friends expand their businesses in Asia, Bryce and Andre saw unmet demand for consulting services focused on the unique needs of small businesses entering the region. Several existing companies catered to large businesses—with prices to match—but nobody offered smaller enterprises proven strategies to succeed in the Asia-Pacific region without large upfront investments or unnecessary risk exposure.

Bryce and Andre assembled an all-star team of local businessmen, lawyers, accountants, former government officials, and subject matter experts from multiple countries, to include regional expert and assistant professor Randy Johnson, Hong Kong entrepreneur Ian Leung, Thai marketing expert Pam Udomkarn, and many more. BBA has helped clients with services ranging from due diligence to full scale market entry support. We take pride in our work and are passionate about helping small businesses operate on both sides of the Pacific.





# HOW BBA CAN HELP AMERICAN COMPANIES THAT WANT TO INVEST IN THE ASIA-PACIFIC





## ASIA HAS OPPORTUNITIES...

Opportunities for foreign businesses in:

- B2B and B2C sales
- Manufacturing
- Sourcing
- Investment
- Outsourcing

## ...AND SIGNIFICANT CHALLENGES...

A lot of potential pitfalls:

- Difficult to find trustworthy local partners
- Complex local laws and regulations
- Cultural and linguistic challenges
- Political risk, including the effects of multinational tensions on US companies
- Economic risks, such as rising labor costs
- Compliance with U.S. regulations to include FCPA, sanctions, anti-money laundering (AML), and tax laws
- Local laws designed to keep profits in country

## ....BUT BBA CAN HELP!!

BBA can help overcome the challenges:

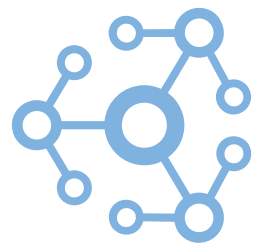
- Assist in sales and marketing
- Research complex issues and solve problems
- Establish operations on the ground in the Asia-Pacific
- Provide advice in specific areas

# SUPPORT TO U.S. COMPANIES IN ASIA & OCEANIA



## SALES AND BUSINESS DEVELOPMENT:

BBA helps you effectively market and sell your product in select Asia-Pacific countries.



## MARKET ASSESSMENT & RESEARCH:

BBA develops customized regional, national, and local market assessments to help you make decisions. We can analyze the broader political and economic situation, identify relevant trends, and conduct scenario modeling.

## Other services we offer:

- 1) Market entry assistance
- 2) Connecting with local partners
- 3) Multinational accounting & fractional CFO services
- 4) Due diligence
- 5) Matching projects with EB-5 & E-2 visa investors
- 6) Cultural awareness and translations
- 7) Risk advisory related to sanctions, anti-money laundering, and Foreign Corrupt Practices Act
- 8) Political risk advisory



# HOW BBA CAN HELP ASIA-PACIFIC COMPANIES THAT WANT TO INVEST IN THE U.S.





## THE U.S. IS A LUCRATIVE MARKET...

Many opportunities for Asian businesses:

- 330 million wealthy consumers
- Expensive local labor encourages cheaper imports from overseas
- Low tax rates and affordable living

## ...AND COMES WITH SIGNIFICANT CHALLENGES TO ASIA-BASED COMPANIES ...

Barriers to U.S. market entry:

- Litigious business practices increases risks
- Complex tax and labor laws
- Laws, business culture, certifications, and taxes vary in each state
- Wide variations in cost of living and cost of labor throughout the country
- Complex immigration and visa system

## ....BUT BBA CAN HELP!!

BBA can provide assistance and advice:

- Help market and sell in the U.S.
- Research complex issues and solve problems
- Establish operations on the ground in the U.S.
- Provide advice in specific area

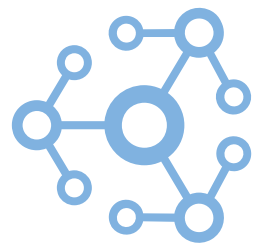


# SUPPORT TO ASIA-PACIFIC COMPANIES IN THE U.S.



## US SALES AND BUSINESS DEVELOPMENT:

BBA helps you market and sell your product in the United States.



## US MARKET ASSESSMENT & RESEARCH:

BBA develops customized US market assessments, analyzes political and economic risks, identifies trends, and conducts scenario modeling to help you make informed decisions.

## Other services we offer:

- 1) US market entry assistance
- 2) Connecting with local partners
- 3) Back office setup and hiring
- 4) US cultural awareness and translations
- 5) Accounting and fractional CFO services
- 5) Helping Singaporean companies apply for the MRA grant to pay for US market entry



# BBA COMPANY VALUES



## PASSION

- We are passionate about building relationships across the Pacific.
- We focus on creating value and helping our clients succeed.

## HONESTY

- Ethics are the bedrock of BBA, and we live by honest, legal practices in every country.
- We tell our clients uncomfortable truths and do not confuse facts with opinions.

## HUMILITY

- We start from a posture of listening and learning.
- We work to generate goodwill towards our clients' brands, not ourselves.

## SOLUTION-ORIENTED

- Every problem has a solution when we think creatively, seek expertise, and operate within legal and ethical boundaries.
- We work to achieve client success and don't dwell on barriers.



# OUR TEAM

12



*Andre Rivier  
President & Co-Founder*



*Bryce Madsen  
Chief Executive Officer &  
Co-Founder*



*Randy Johnson  
Partner*



*Alagu Muthanantham  
Senior Advisor*



*Santha Barathi  
Associate*



*Sarintip Udomkarn  
Associate*



*Matthew House  
Associate*



*Steven Ng  
Associate*



*Fred Fu  
Associate*



*Ian Leung  
Associate*



*Ram Chand  
Associate*



*Ron Sargent  
Associate*



*Wilbert Buhayo  
Associate*



*Luke Murray  
Associate*



*Kamontip Naklampa  
Associate*



*Eve Briere  
Associate*



*Rich Steele  
Associate*



*Frank Taravella  
Associate*



**"BRINGING TWO  
WORLDS TOGETHER."**





# CASE STUDY

## THAILAND DUE DILIGENCE



### Industry

- Energy Technology

### Background

- A US-based energy sector technology company secured 9M USD in capital from a apparently reputable Thai investor, but decided to conduct a due diligence investigation
- The company's US-based attorney was unable to investigate adequately in Thailand, so asked BBA for assistance

### Solution

- BBA's Thailand based attorney conducted a discreet investigation and discovered the "investor" was actually a sophisticated fraud who had cloned real email addresses

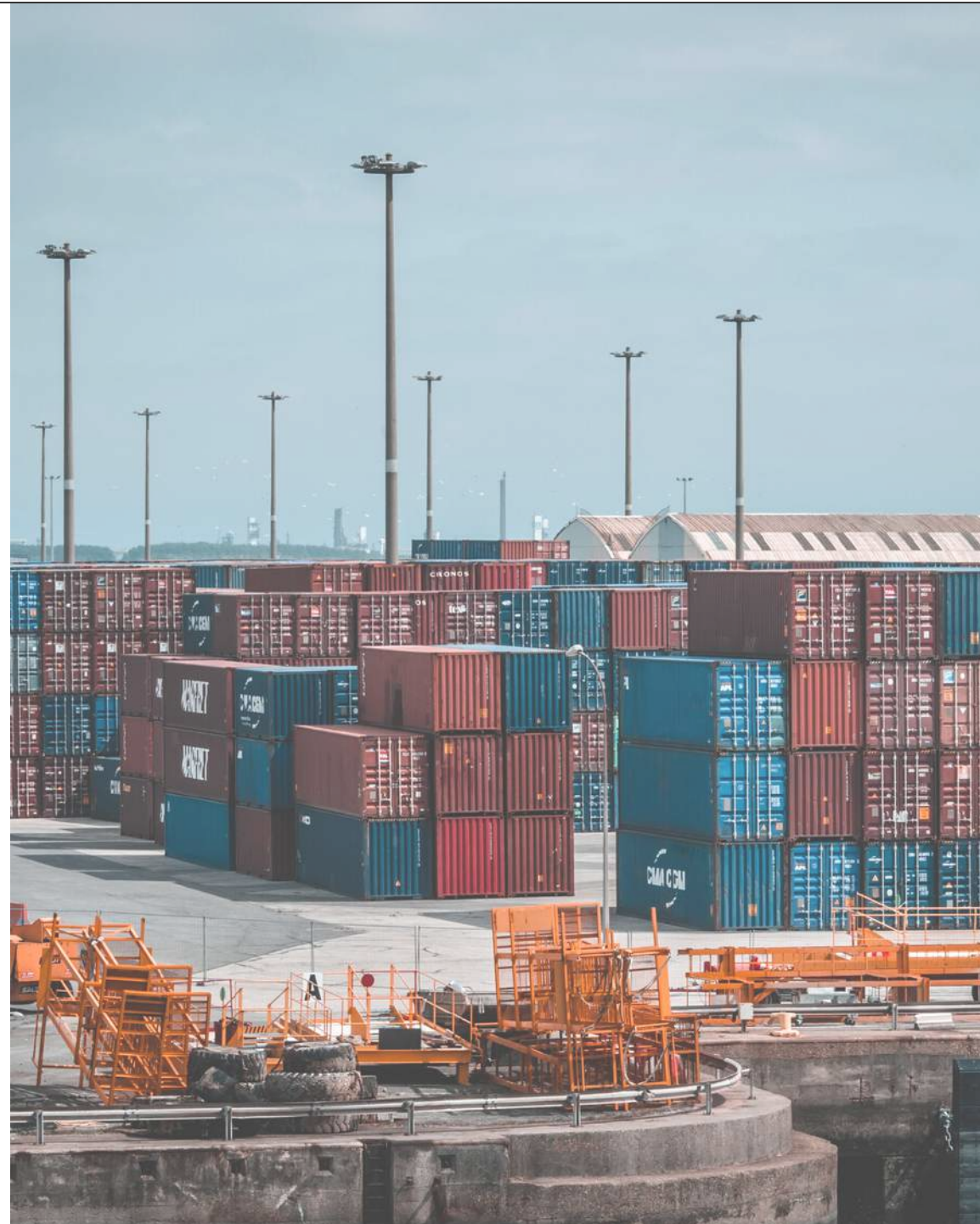
### Outcome

- BBA provided results within two days, and the client was able to avoid any loss of funds
- The happy client asked for additional assistance from BBA to find replacement investors in the Asia-Pacific region



# CASE STUDY

## PHILIPPINES & INDONESIA EXPANSION



### Industry

- Freight Forwarding

### Background

- A US company wanted to open subsidiary companies in Philippines & Indonesia while bypassing local ownership requirements, i.e. obtaining 100% US ownership
- The company originally approached a traditional consulting firm for assistance, but was unable to achieve their ownership goals

### Solution

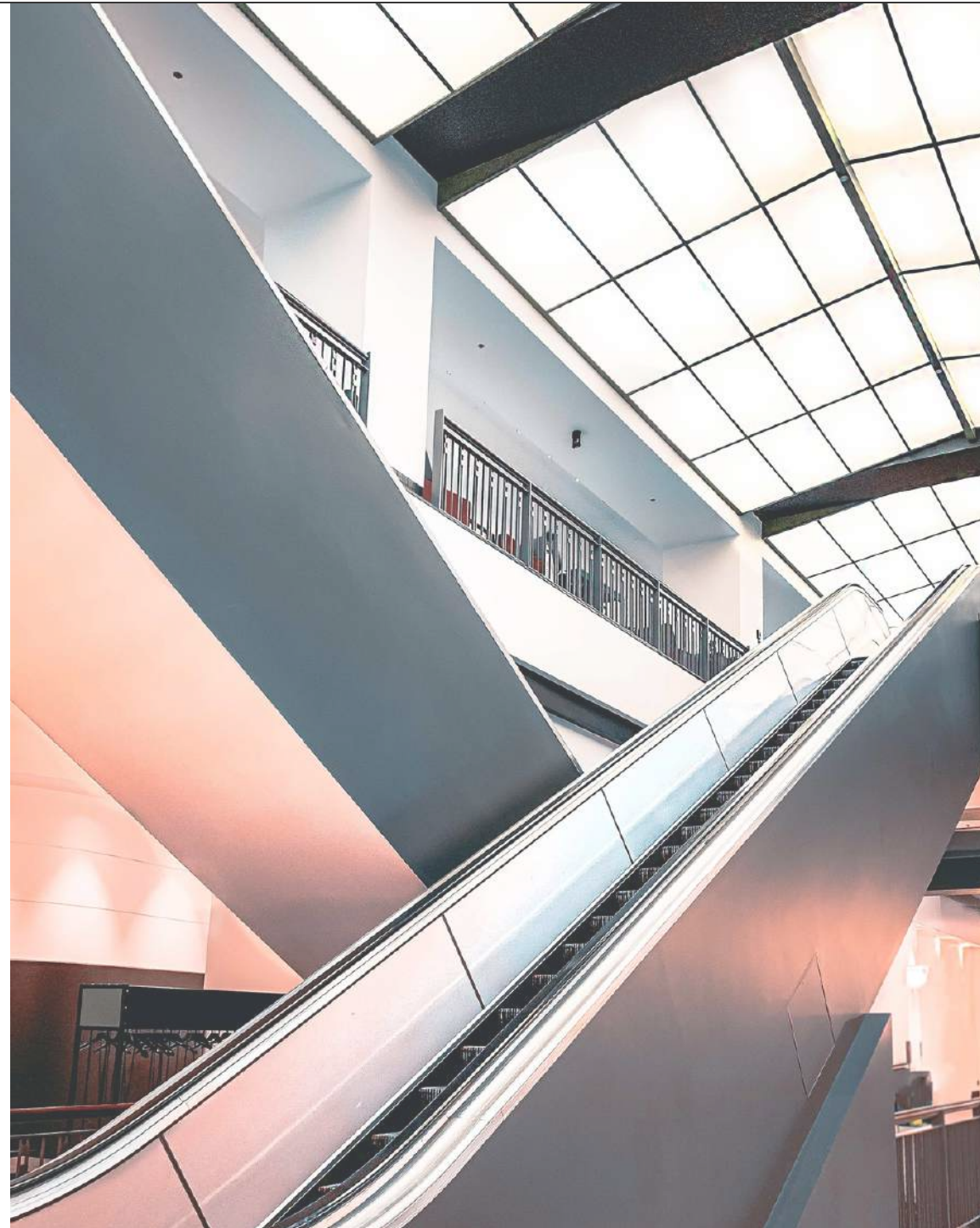
- BBA partnered with trusted local accountants and attorneys who understood the countries' recently updated foreign investment laws
- BBA's local partners helped the US company appear small, local, and worthy of quick government approval

### Outcome

- Using fully legal and transparent means, the US company was able to incorporate with 100% US ownership
- Total costs to the US company were lower than estimated

# CASE STUDY

## U.S. BUSINESS EXPANSION



### Industry

- Facilities Management

### Background

- A Singapore-based facilities management company wanted to expand operations to the United States, Canada, and select countries in Latin America
- The company asked for a low-cost approach that would support all requirements without incurring substantial up front payments

### Solution

- BBA conducted extensive research to find the right US state for incorporation, cost effective local back office support (payroll, legal, accounting, etc.), prospective employees, and reputable yet low cost subcontractors
- BBA identified local partners in Canada and Panama, conducted research on other prospective Latin American countries, identified and vetted Canadian subcontractors, and registered the company to bid on a contract in Canada

### Outcome

- BBA initially advised the client to delay moving forward due to the economic effects of COVID-19 on the company's prospective clients, but remain prepared for rapid implementation
- As soon as the situation improved, BBA helped the client bid on a large U.S. and Canadian tender for a European company the client already supported in Asia



## CASE STUDY

### EYEWEAR CO. INTERNATIONAL MARKET EXPANSION



#### Industry

- Eyewear Distribution

#### Background

- Thailand-based company with exclusive distribution rights within ASEAN for several high-end eyewear brands, but limited sales representation abroad
- Just 22% of company's total annual sales from outside Thailand from two hero brands; difficult to retain or grow smaller customers after initial sales

#### Solution

- Hired full-time Malaysia-based sales rep after extensive vetting
- Structured a growth-focused compensation package that reduced tax issues and back-office work
- Started with less-complicated brands to exercise sales, logistics, and billing system
- Flew international rep back to Thailand each quarter to maintain close ties

#### Outcome

- Increased overseas sales to 35% of annual revenue within first year and doubled customer base
- Leveraged increased volume to renegotiate better logistics costs with international shipping provider

## CASE STUDY

### MANUFACTURING CO. NEW SALE TO SOUTHEAST ASIAN GOVERNMENT



#### Industry

- Equipment Manufacturing

#### Background

- A US manufacturer negotiated a USD 1M contract directly with a SE Asian government
- Following the initial approval, the SE Asian government repeatedly delayed signing the final purchase agreement without explanation

#### Solution

- The US company requested a discreet investigation
- BBA leveraged local relationships to discover government officials had delayed the purchase due to misunderstandings, including perceived personal slights, unfamiliarity with US policies, and expectations of personal kickbacks
- The US company used this information to address the misunderstandings directly with government officials

#### Outcome

- Government officials promptly signed the purchase order and paid the full USD 1M bill
- The SE Asian government ultimately placed three additional orders from the US company



# DEFENSE BRIDGE ASIA OVERVIEW



Defense Bridge Asia (DBA) is a separate company opened by BBA's leaders to meet the unique needs of defense and security industry clients. DBA's diverse team combines the regional expertise and security cooperation acumen of retired US and foreign military officers, former government officials, defense industry experts, and vetted business contacts.

DBA utilizes a flexible staffing model designed to provide tailored business advisory services to meet clients unique requirements. Our experts live and work throughout the Asia-Pacific and the United States and bring specialized knowledge, experiences, and diverse professional networks. We live by our values and take pride in achieving results for our clients without taking ethical shortcuts.

DBA brings:

- Successful record of international business development
- Expansive professional network in the region, including business leaders, local decision makers, and senior defense officials
- Expertise in local government and commercial procurement processes
- Deep knowledge of regional business customs and practices

DBA is a certified Service Disabled Veteran Owned Small Business (SDVOSB)



# CONTACT INFORMATION

## U.S. Office:

Business Bridge Asia LLC  
831 Queens Oak  
San Antonio, TX 78258  
+1.210.778.1986

## Singapore Office:

Business Bridge Asia Pte Ltd.  
111 Somerset #04-26  
Triple One Somerset  
Singapore 238164  
+65.9637.2307

info@businessbridgeasia.com

<https://businessbridgeasia.com>

<https://www.linkedin.com/company/business-bridge-asia>