



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

PHILIPPINES

CARMA MAY MACASAET ABRERA

Company: Intralink Limited

Role: Project Director, Southeast Asia

Target market covered: Philippines

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BeMay Abrera is a Project Director at Intralink, based in Manila. Since joining in 2016, she has supported foreign governments and companies in entering into the Philippines and Southeast Asia. Her work focuses on market research, partner and customer identification, trade mission delivery, due diligence, and supporting market access issues across smart cities, ICT, cleantech, and other sectors.

Her accomplishments include leading a foreign government export program in Southeast Asia that generated multimillion-dollar in export sales, as well as researching the market and connecting foreign companies with stakeholders, resulting in sales, distribution agreements, and pilot deployments.

Expert summary for companies:

- Market research, including market overview, competitive analysis, regulatory landscape, and other relevant topics.
- Sales readiness review, recommending market entry strategy, and refining local value proposition and positioning.
- Stakeholder mapping across various sectors.
- Introduction to end-users, distributors, partners, and other relevant stakeholders.
- Providing support before, during, and after export missions and buyer meetings.

Sector expertise

- Cleantech and circular economy
- Energy efficiency
- Built environment/ Real estate technologies
- Smart city solutions including smart mobility, connected infrastructure, and IoT
- Smart logistics
- AI and other data solutions
- Cybersecurity
- E-governance/ GovTech/ Public-sector digitalization
- Health technology (HealthTech)
- Education technology

TYPE OF SUPPORT PROVIDED

Market research, including market overview, competitive analysis, regulatory landscape, and other relevant topics.

Sales readiness review, recommending market entry strategy, and refining local valueproposition and positioning.

Stakeholder mapping across various sectors.

Introduction to end-users, distributors, partners, and other relevant stakeholders.

Providing supportbefore, during, and after export missions and buyer meetings.

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

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|---|--|
| <ul style="list-style-type: none">• Market readiness assessment• Business model review• Market-entry strategy• Sales strategy• Pricing / commercial model advice• Commercial model advice• Marketing and localization advice• Public-sector procurement guidance• Conducting webinars• Organizing conference | <ul style="list-style-type: none">• Partner search• Distributor / reseller search• Buyer mapping• Lead generation• Investor / ecosystem introductions• Export mission preparation• Support during local meetings• Follow-up after buyer meetings• Risk, compliance, or local business culture advice |
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TARGET CUSTOMER AND NETWORK ACCESS

1. Market research and sales readiness support, including market overview, competitive and regulatory analysis, and related insights, combined with recommendations on market entry strategy and refinement of local value proposition and positioning.
2. Stakeholder mappingand engagement, including identification and introductions to end-users, partners, and other relevant stakeholders, contributing to outcomes such as sales, distributor agreements, MOUs, and other collaborations.
3. End-to-end supportfor export missionsand buyer meetings, including preparation, coordination, and post-event follow-up. Trade missions, particularly large-scale programs, can be complex and involve significant logistical and stakeholder coordination, and Intralink’s experience enables smooth execution.