



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

PHILIPPINES

CHRISTINE JOY DE PADUA

Company: Asian Insiders / Asia Sales Channels Ltd.

Role: Business Development Manager

Target market covered: Philippines

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Christine De Padua is an associate at Asian Insiders, based in the Philippines and has 10 years of experience in developing business, with a focus on market entry, B2B and B2G connection and matching.

She works closely with European SMEs and mid-size companies to help them explore and enter the Philippines. Her main sectors of expertise are construction across all industries, including infrastructure and urban development, cleantech and energy. With her experience, she was able to help a steel expert to find a local partner and form a JV to be able to join a billion peso project. Also, she was able to grow a trading company's profit margin to 300% by introducing a new and effective business model.

Expert summary for companies:

- Market-entry Study and Strategy for Philippines
- Market Access for potential local buyer or partner
- Smart city and public-sector opportunity mapping
- Partner, distributor, and pilot project introductions
- Support during export trade missions

Sector expertise

- Smart city solutions
- Smart mobility and logistics
- Health tech
- Cleantech and circular economy
- Energy efficiency
- Built environment / real estate technology
- IoT and connected infrastructure
- Education technology

TYPE OF SUPPORT PROVIDED

- Sales strategy - By assessing the companies' strength and my local expertise on the ground, I can tell determine several ways to enter the market without losing companies' value proposition
- Support during local meetings - Filipinos are too accommodating and don't usually give straightforward answers. So, we give an assessment after the meeting, is it a good lead to follow up or the locals are just too nice but not really interested in doing business. This usually intertwined with the other support area, which is Follow-up after the buyer meeting.
- Lead Generation - We initially create a list of leads and through research and initial meetings, then we qualify them based on its fit on companies' expertise.

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

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TARGET CUSTOMER AND NETWORK ACCESS

We have c-level connections in large corporations, distributors and resellers and real estate developers. We also have contacts in government agencies, transport and logistics and utilities/energy companies. We are members of several foreign chambers and industry associations in the Philippines which allows us to have access to a wider range of connections.