

ASK THE EXPERTS

MARKET OPPORTUNITIES AND ENTRY STRATEGIES IN SOUTHEAST ASIA



Indonesia 
Vinod Kumar
Partner at Acclime




Vietnam 
Trent Davis
Manager International
Business Advisory at
Dezan Shira & Associates



Philippines 
Rocky Chan
Co-Founder & President of
EnterPH



Thailand 
Luca Berra
Chairman & CEO
Mahanakorn
Group

**THE WEBINAR STARTS
AT 05:03 PM (SGT)**



Singapore 
Daniel Spencer
Head of BD & Partnerships
at Sleek

Drew Calin



Chief Executive Officer



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Vinod Kumar

Partner at Acclime

- Vinod has an overall 25 years of experience working in top tier multinational companies including Arthur Andersen, PwC and Ernst & Young.
- Vinod has been primarily helping MNCs across various industries not only to set up but also optimizing the business structures for their investments in Indonesia.



Luca Bernardinetti

Chairman & CEO, Mahanakorn Partners Group

- Advisor of the Public Debt Management Office of the Ministry of Finance of Thailand.
- Member of Thailand International Chamber of Commerce's Commission on Banking Technique & Practices.
- Member of the Board of Directors of the Thai-Italian Chamber of Commerce.



Trent Davis

Manager International Business Advisory at Dezan Shira & Associates

- Trent has a wealth of experience working in Asia, having been based in Vietnam for over 5 years.
- Prior to joining Dezan Shira & Associates, Trent worked for the Australian Trade and Investment Commission assisting Australian businesses to develop business in Vietnam, Cambodia and Laos.



Rocky Chan

Co-Founder and President at EnterPH

- Rocky Chan is both a corporate lawyer and an entrepreneur.
- He helped more than 200 multinational clients to enter the Philippine market.
- His expertise lie in business formation and proceedings, immigration policies, labor law, and human capital strategies.



Daniel Spencer

Head of BD & Partnerships at Sleek

- Masters qualified and ISO/IEC 17024 Certified International Business Professional.
- Experience from Deloitte, Trade Council of Denmark in Australia, Enterprise Ireland, AustCham Singapore.
- At Sleek, Daniel leads a team who advises startups, investors and SMEs looking to succeed in Singapore and the wider SEA region.



We make it easier than ever to source quality B2B service providers in Southeast Asia

Greenhouse is a technology platform providing professional services through our network of service providers to companies entering Southeast Asia.



The safest and fastest way to expand your startup in Asia-Pacific

Greenhouse is a technology platform helping startups and entrepreneurs find reliable corporate service providers in APAC.

Expanding to

What service do you need?

FIND

The screenshot displays the Greenhouse website interface. At the top, the logo 'GREENHOUSE' is visible, along with navigation links for 'SERVICE PROVIDERS' and 'INQUIRIES'. A search bar is set to 'Indonesia'. Below the search bar, there are tabs for 'ALL PROVIDERS (14)' and 'FAVORITES (5)', with a 'Compare Providers' button. The main content area shows a list of providers for 'Indonesia'. The first provider is 'Provider Ace', which has a 4.4-star rating from 31 Google Reviews, 2 years of experience, 17 employees, and operates in 5 countries. It offers services such as Business Incorporation, Business Address, Payroll Services, Accounting, Director Services, Work Permit Applications, and Corporate Secretarial. The starting price is USD 700.00. The second provider is 'eXpress Solutions', with a 3.9-star rating from 147 Google Reviews, 9 years of experience, 36 employees, and operates in 4 countries. It offers Business Incorporation, Business Address, Payroll Services, Accounting, Director Services, Work Permit Applications, Corporate Secretarial, Bank Account Setup, and Tax Filing. The starting price is USD 750.00. On the left side of the provider list, there is a 'Services' filter menu with options like Accounting, Bank Account Setup Assistance, Business Incorporation (checked), Corporate Secretarial, Director Services, Payroll Services, Registered Business Address, Tax Filing Assistance, and Work Permit Applications. Below this is an 'Other Countries Served' section with a 'Select Countries' button.

	SINGAPORE	INDONESIA	PHILIPPINES	THAILAND	VIETNAM
Top 5 FDI countries	the US, British Virgin Islands, Cayman Islands and the Netherlands.	Singapore, China, Hong Kong, Japan, and Malaysia	the US Japan Singapore China Malaysia	Japan, Singapore, Hong Kong, the Netherlands, Mauritius, Germany	South Korea Hong Kong singapore Japan China
Top 3 fast-growth industries	<ol style="list-style-type: none"> 1. Fintech 2. Startups 3. Health and fitness industry 	<ol style="list-style-type: none"> 1. e-commerce 2. Fintech 3. Manufacturing and infrastructure sector 	<ol style="list-style-type: none"> 1. BPO/KPO/Shared Services 2. IT 3. E-Commerce 	<ol style="list-style-type: none"> 1. e-commerce; 2. automotive and manufacturing 3. infrastructure 	<ol style="list-style-type: none"> 1. E-Commerce 2. Electronics

	SINGAPORE	INDONESIA	PHILIPPINES	THAILAND	VIETNAM
Paid up cap requirements	S\$1	The minimum paid up capital is \$170,000 or 25% of the total investment value	US\$200,000 for Domestic Market Enterprises None for Export Market Enterprises	~US\$64,000 for foreign business and none for local	None, except for conditional sectors such as education/health etc.
Most challenging licenses to obtain	MAS, Crypto, VCC, other more industry specific licenses	Construction services business license, BPOM License, Licenses for P2P business, etc.	Food and Drugs Banking Licenses for ForEx/Crypto Construction	<ol style="list-style-type: none"> e-commerce; automotive and manufacturing infrastructure 	Conditional sectors, such as construction

SINGAPORE

INDONESIA

PHILIPPINES

THAILAND

VIETNAM

**Opportunities
emerging from
COVID**

Fundraising
Accessing ASEAN
clients
Technology or any
solutions
fasttracking
digitalisation of
business
processes,
ecommerce

Government
support scheme
during COVID 19
Fiscal stimulus
and relief
packages

Resurgence of
BPO/KPO
Outsourced IT
dev
Digitalization

Digitalization of
both
government
services and
private sector
services
Fiscal stimulus
packages and
tax incentives
provided by the
government

M&A opportunities
Relocation of
manufacturing
from China
Sourcing of face
masks
Tax incentives

SINGAPORE

INDONESIA

PHILIPPINES

THAILAND

VIETNAM

Government support schemes for foreign based businesses

Many grants and funding schemes available - key criteria 30% local shareholding required

Mostly are industry specific licenses, such as: Construction services business license, BPOM License, Licenses for P2P business, etc.

Resurgence of BPO/KPO Outsourced IT dev Digitalization

Foreign Business License and industry specific licenses, such as financial services licenses, construction license, and so on.

Tax incentives (for example CIT up to 4 year holiday, up to 9 year reduction

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SINGAPORE

INDONESIA

PHILIPPINES

THAILAND

VIETNAM

Top 3 industries

- 1. Manufacturing
- 2. Financial services
- 3. Tourism

- 1. Electricity, Gas and Water supply
- 2. Metal, except machinery, and Equipment Industry
- 3. Transportation, Warehouse, and Telecommunication

- 1. BPO/KPO
- 2. Real Estate
- 3. Fintech

- 1. Services sector (such as financial services, tourism);
- 2. Manufacturing (particularly automotive, electronics, steel);
- 3. Agriculture

- Top 5 sectors receiving FDI
- Processing and Manufacturing
 - Real Estate
 - Wholesale and Retail

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