

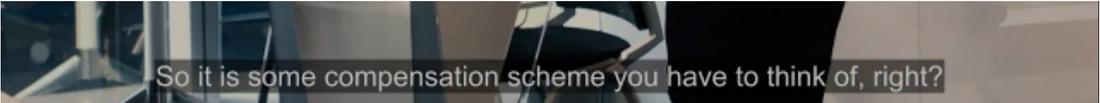
TMA | GROUP

2iB PARTNERS  
Expanding your Business Universe

## 3 Key Notes Before Entering a New Market

Dear Dylan, it's the team from 2iB Partners again back with more exciting content! This time we have a *sneak peek* of a previous masterclass we held in conjunction with TMA Group (US) and we'd like the opportunity to share this with you to thank you for your continuous support.





So it is some compensation scheme you have to think of, right?

**[Video]** Mr. Richard Eu, Chairman of Eu Yan Sang International and Advisor, 2iB Partners share on "3 Things to note when entering a new market".

*Don't be sad that it's over, we've got another more exciting one coming up...*

On the 9th of May, from 2-6pm, we are holding a Masterclass on **Internationalization for Businesses - The Ins & Outs** in conjunction with our US partner, TMA Group.

2iB Partners has a proprietary network in ASEAN, India, US, Europe, China and many other countries which helps companies who want to gain access to different markets, hit the ground running.

#### Chapter 1: **What is Internationalization**

- Simple understanding
- Case Study: Singapore context

#### Chapter 2: **Why should you internationalize**

- Cost advantage by exports
- International Free Trade Agreements advantage
- Market imperfection
- Mature and obsolescent product requirement in new markets

#### Chapter 3: **Forms of internationalization**

- Franchise
- Licence
- Joint Ventures ("JVs")
- Mergers & Acquisitions

- Strategic Alliance
- Exports through sales reps, distributorship, export companies
- Product Diversification
- Internationalization through CoAggregation®

#### Chapter 4: **Pros and Cons of each form**

- Comparative study
- Which form for which types of businesses

#### Chapter 5: **What are the key factors for consideration**

- Exit and unwinding
- Law
- Language
- Culture

("M&As")

[Register Now](#)

## Why we do this?

Dylan, we believe in building relationships and our masterclasses give you a chance to sample the way we work. I like to do my due-diligence when seeking an advisor or a consultant and this is just that!

*I'm saying this in a hushed voice but this is an opportunity for you to ask your questions without being charged for it. -Don't say I said it!*

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## We've just launched an ICO advisory arm!

We noticed many of our investors having strong interest in the space and we want to help them make these ICOs work. We are working with a serial entrepreneur that has led 2 successful ICOs already and working on more.

I know that 80% of ICOs are scams and that is why we have come up with a new and improved ICO process that contributes to a more compliant and safer environment for investors. *-After all, we want to protect our friends interests to the best extent possible!*

**If you are looking to do an ICO, hit the button below for a free consultation.**

[Contact Us](#)

Signing off,  
**The 2iB Partners Team**  
*We Build Super Firms of the Future*