



Asia Market Entry 2019 Trainee Program

Company Name	Asia Market Entry Pte Ltd (201600446Z)
Training Objective	Provide the trainee with the opportunity to put their knowledge acquired from university/college into practice in a professional, international work environment.
Duration	8 weeks + option for the trainee to extend

ABOUT US

Asia Market Entry

Asia Market entry uses a twofold approach to work with international software companies to successfully expand into the Asia Pacific market.

We have an extensive network of independent third-party consultants across the industry to help accelerate growth and with government experience can work with and leverage international trade organisations and industry associations.

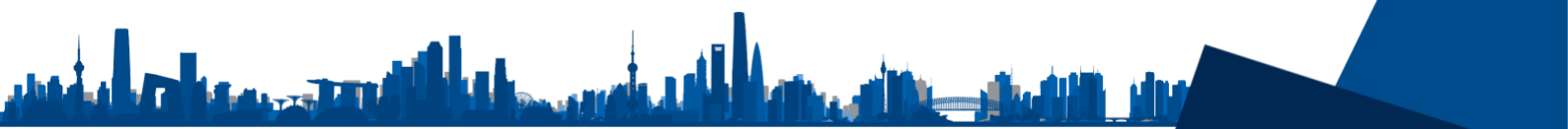
NETWORKING OPPORTUNITIES

Asia Market Entry is constantly building its network of advisors within the private sector who offer perspective and insights to help customers of Trade organisation to shape the direction of their business.

Located throughout APAC and around the world, our advisors have experience in running international businesses. During the traineeship our trainees will have the opportunity to meet and work with these individuals.

OBJECTIVES OF THE TRAINEESHIP

1. Provide the trainee with the opportunity to put their knowledge acquired from school into practice in a professional, international work environment.
2. Provide the trainee with an introduction to trade facilitation and the various stakeholders involved
3. Provide the trainee with an introduction to the tech industry and the various verticals which exist within it.
4. Utilise the trainees research and writing skills to assist with the creation of content for AME to push out through social media and other channels



TRAINEESHIP OUTLINE

TIME PERIOD	RESPONSIBILITY/TASK	SUPERVISED BY
Week 1	<ul style="list-style-type: none"> ▪ Orientation <ul style="list-style-type: none"> ➢ Introduction to the role and the expectations of Asia Market Entry ➢ Obtain understanding of organisational structure, the team, and their roles and responsibilities. ➢ Participate in company orientation, including IT & Communication Systems, main databases etc ➢ Introduction to Marketing & the platform that Asia Market Entry is building 	Operations Director Operations Director Operations Director Marketing Director
Week 2	<ul style="list-style-type: none"> ▪ Knowledge transfer <ul style="list-style-type: none"> ➢ Introduction to the companies we currently work with ➢ Introduction to the Government Trade organisation network; what it does and how companies can utilise them ➢ Introduction to industry organisations ; what they do and how companies/individuals can utilise them ▪ Research project – Topic to be advised with relation to the above 	Rotation
Week 3	<ul style="list-style-type: none"> ▪ Knowledge transfer <ul style="list-style-type: none"> ➢ Talking about technology ➢ Introduction to Microsoft ➢ The different verticals around technology ▪ Research project – Topic to be advised with relation to the above 	Rotation
Week 4 – 7	<ul style="list-style-type: none"> ▪ Knowledge transfer <ul style="list-style-type: none"> ➢ Rotation through our clients - case study and sharing ▪ Practical experience – the trainee will work with a Business Development Advisor to learn about the client, what they do and how we connect them into our network. During this time the trainee will be asked to assist with the oversight of our team 	Rotation
Week 8	<ul style="list-style-type: none"> ▪ The power of LinkedIn ▪ Research and opportunity for the trainee use the knowledge they have gained to have a go at writing their own articles relating to their experience. 	Marketing Director

If you wish to find out more or apply for the program, please contact
Vishmi.desilva@asiamarketentry.com

