



Asiance

NEWSLETTER

YOUR GATEWAY TO THE ASEAN MARKETS

09-10/2022

GET TO KNOW MS.
JANUARY CHAN

FOCUS ON
BCI CENTRAL



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WHO WE ARE

Consulting and trading firm registered in Kuala Lumpur, Malaysia in 2022

Founder and Managing Director, Mr. Germain THOMAS, has 15 years of business experience in Southeast Asia in various sectors such as construction, building materials, interior finishes, IAQ, M&E engineering, automation, facilities management, security, etc. with applications in healthcare, industry, sports, education, residential, commercial, etc.

Multilingualist, French Foreign Trade Advisor and active member of many relevant business networks across the region, we offer you professional and independent one-stop-solution services.

OUR SERVICES

We can help you to:

- Understand better the business environment in Southeast Asia
- Deliver market studies and intelligence
- Identify projects, partners, suppliers
- Specify and distribute your solutions to a wide network of developers, architects, designers, consultants, end-users
- Manage social media campaigns, PR
- Organize events and site visits
- Identify investment opportunities
- Recruit the right team
- Get local authorizations,, licences, permits
- Protect your brand and IP rights

GET TO KNOW MS. JANUARY CHAN

Asiance is delighted to welcome a new team member and **Business Development Manager** since Sep 1st, **Ms. January Chan!**

January has **14 years of experience** in sales, marketing and procurement with various companies, from SMEs to GLCs.

January speaks **7 languages** and is learning an 8th one, Thai!

January's mission is to develop the sales of Asiance' existing partners like **Astute Mobile FM and BFL International.**

Her wide network of contacts and hard work will definitely be helpful to achieve the company's objectives!

Welcome to January and we wish her all the best for her new mission!



FOCUS ON BCI CENTRAL

BCI Central, established in 1998, is a global provider of **pre-construction data and software solutions**, helping businesses maximise their growth and sales success within the construction industry. With offices across the Asia-Pacific region and in America, BCI Central (formerly BCI Asia, BCI Australia and BCI New Zealand) plays a crucial role in enabling its clients to identify sales opportunities, make informed decisions and connect with key target markets.

BCI's flagship product, **LeadManager**, supports users in getting their products specified, services engaged, candidates placed or orders secured. Alongside countless active projects across a choice of locations and sectors, comes functionalities to track end-to-end sales performance and manage sales pipelines in one central system. Integrated with this solution is **Analytix** which gives users the ability to map working relationships, identify key market players and get actionable insights into the state of the market.

Helping design professionals search, source and specify products is **Archify**: a digital specification solution, powered by BCI, available in Australia, Hong Kong, Malaysia, New Zealand, the Philippines and Singapore. The platform simultaneously helps product suppliers and manufacturers build their brand awareness and maximise their product exposure.

BCI

CENTRAL



leadmanager



analytix



archify

FOCUS ON BCI CENTRAL

In terms of **events**, BCI's **Equinox** showcases the future of our built environment; it's an exclusive event for architectural, design, and specification industry professionals to explore the latest designs and technologies within the construction and building industry. The annual **BCI Asia Awards**—now into its 17th year—recognises developers and architecture firms that have built and designed the greatest volume of buildings in seven Asian markets: Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Finally, BCI Central's **publications** provide readers with the latest projects and products, insightful commentary on key issues and critical discussion of practice matters. These multi-platform content providers, including **Architecture New Zealand**, **Construction Plus Asia**, and **FuturArc** which specifically focuses on Green architecture and design in Asia, boast an impressive web presence with thousands of readers tuning in.

BCI ASIA
AWARDS
2022

FUTURARC
The Voice of Green Architecture in Asia-Pacific

BCI EQUINOX

CONSTRUCTION+
Bringing The Building And Design Industry To You

NEWS & EVENTS

- Asiance joined the Social Nite of the Building Materials Distributors Association of Malaysia (**BMDAM**) on Sep 8th at 1Powerhouse, Petaling Jaya.
- Asiance' Founder, Mr. Germain THOMAS, is now part of the newly elected **Executive Committee of the MICCI Southern Branch** since the AGM on Sep 12th
- Asiance' rising damp solution, the IPE by BFL, is present in the latest release of the **Construction+ magazine** Q3 for Malaysia-Singapore-HK
- Asiance joined the annual luncheon dialogue with Penang's Chief Minister organised by the **MICCI** where the main topic was "**Sustaining Penang's competitiveness**".
- Asiance reached the milestone of **600 followers on LinkedIn** in October
- Asiance joined the networking cocktail of the **Malaysian French CCI in Penang** on Oct 27th
- Ms. January visited the **REKA exhibition** at KLCC on Oct 28th





Asiance

ANY QUESTIONS? CONTACT US

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