

Navigating Asia

What Can We Help You Achieve in Asia?

- Make a successful market entry or launch a new product.
- Appoint a new head of Asia operations.
- Acquire a company or form a joint venture with a local business.
- Differentiate your brand or counter a competitor's marketing initiatives.
- Influence regulations that affect your operations.
- Manage accusations of fraud or bribery in your Asia operations.
- Contain fallout after your factory has an environmental disaster.
- Attract and raise capital from public or private markets.

Doing business in Asia — whether to find suppliers, sell goods or raise capital — is a necessity for many U.S. companies. The region's rate of development and flourishing ties to commercial markets offer some of the best growth opportunities globally. However, Asia can be as challenging as it is rewarding. Regulatory and legal structures are evolving, local companies are becoming more competitive and interest groups representing employees and communities are becoming organised and outspoken.

FTI Consulting helps companies manage these challenges, build a strong and growing business and develop a solid reputation across multiple markets in the region. We can help U.S. corporations navigate this vibrant but sometimes volatile marketplace and capitalise on the promise of this diverse region.

Our Footprint in Asia

We have strategic communications professionals located in Asia's major commercial and financial centres. Our regional headquarters is in Hong Kong, and we have offices in Beijing, Mumbai, Shanghai and Singapore. We also have affiliates in Bangkok, Ho Chi Minh City, Jakarta, Kuala Lumpur, Seoul, Taipei, Tokyo, Ulaanbaatar and Yangon.

These offices regularly collaborate to reach audiences in all local markets in which clients have business objectives.



Our Team

Our team blends international best practices with regional knowledge and expertise. Our consultants have worked with numerous multinational companies to build local brand awareness, contain crises in the region, support cross-border transactions, appoint local management and launch products in various Asian markets. Many of our professionals are native Mandarin, Cantonese and Hindi speakers, and all are experts in financial and corporate communications.

Further, the majority of our consultants have worked across Asia as well as in the U.S., Australia and throughout Europe. That multinational experience brings real-world benefits: global business and media networks, ease with cross-border projects and an ability to navigate different markets.

Our Capabilities

U.S. companies can rely on FTI Consulting to carve out and defend a distinctive market position in Asia through communications programmes that engage local partners, employees, financial intermediaries and other important constituencies throughout the region. Below are the services we are able to provide across various markets.

Brand promotion and executive visibility

- Localise global communications strategy
- Create/localise thought leadership
- Use market research to refine messages
- Secure executive profiles in local media
- Garner media coverage of local strategy
- Train executives for local media interviews
- Host events for local audiences



Reputation and issues management

- Create local rapid response protocols
- Assess local reputational threats
- Establish local crisis infrastructure
- Centralise regional media relations
- Monitor and manage online chatter
- Coordinate brand repair across the region

Transaction and event communications

- Position news in local market context
- Scenario plan local response to news
- Localise transaction messages
- Manage local financial media relations
- Communicate post-deal integration plans
- Provide post-deal visibility raising
- Support global IR with local intelligence

Multi-stakeholder communications

- Research interests of local stakeholders
- Promote and publicise responsible policies
- Identify and address constituents' interests
- Create employee engagement programmes
- Foster relations with community groups and activists
- Harmonise outreach and programmes across the region
- Engage in proactive investor targeting

Tapping the Broader FTI Consulting Offering

In addition to strategic communications counsel and execution, FTI Consulting offers financial, risk management and due diligence expertise in many areas that are particularly useful for U.S. companies facing moments of peak vulnerability. Our consultants have guided clients through various mission-critical moments, such as restructuring an Asia-based subsidiary, handling local legal challenges, making investment decisions, uncovering fraud and mitigating operational disruptions.

Corporate internal investigations and FCPA advisory	Financial restructuring and operational turnaround services	Due diligence and personal investigations	Patent/copyright/trademark protection
Tapping the Broader FTI Consulting Offering		Asset searches and recovery	Asset valuation
		Fraud, anti-corruption and forensic accounting services	International arbitration and litigation support



For more information on our activities across Asia Pacific and how FTI Consulting can help your business, please contact us on info-ap@fticonsulting.com

CRITICAL THINKING
AT THE CRITICAL TIME™

About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organisations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. FTI Consulting professionals, who are located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring.