



Sanet
ASEAN ADVISORS

since 2004

YOUR NAVIGATOR

**FOR BUSINESS & LEGAL MATTERS
IN THAILAND**

Management Consultancy

Legal Services

Market Entry & Sourcing

Recruiting

www.sanet.co.th

GERMAN CONSULTING IN THAILAND & SOUTHEAST ASIA FOR EVERY TYPE OF CORPORATE SITUATION

With specialized companies and fields of business, the Sanet GROUP offers western companies professional and reliable consulting for all kinds of business challenges in Southeast Asia.

ONE-STOP-SERVICES

Experienced captains know how important it is to have a guide on board when navigating treacherous waters or entering new harbors. The Sanet ASEAN ADVISORS are here to provide you with the guidance you need for Thailand and Southeast Asia.

MANAGEMENT CONSULTANCY

Anyone going into the business of consulting better bring a significant amount of experience to the table. Our team of European and local experts are here to support you with our knowledge in almost every type of corporate situation. We do not just see ourselves as business, legal or technical consultants; we are also "cultural ambassadors" between the business cultures of Asia and the West.

We provide reliable assistance in setting up and carrying out strategies for internationalization, feasibility studies, location searches, market entry, staff recruitment and restructuring. Our affiliate companies Sanet TRADE & SERVICES and Sanet LEGAL provide technical and legal support for matters such as product localization, legal concerns pertaining to founding a company, customs and tax laws, or in the case of labour law disputes.

Service: Management Consultancy by Sanet ASEAN ADVISORS

1. Foreign Direct Investment:

- Full Service Project Management (incl. Strategic Planning)
- Feasibility Study
- Site Evaluation
- Tendering
- Recruiting
- Company Formation (by Sanet LEGAL)
- Investment Promotions Through BOI (by Sanet LEGAL)
- Relevant Legal Licenses (by Sanet LEGAL)

2. Market Studies:

- Market Size
- Market Potential for Clients' Products
- Market Mechanism
- Competitors' Research

3. Business & Sales Planning:

- Compiling a Strategy & Budget how to sell which Products in the Market
- Setting up a Budget with P+L & Cash Flow
- Forecast/Planning

4. Turnaround Management:

- Analyzing Business Situation Set Up of Sales Organization
- Proposing Activities & Measures
- Survey Implementation

WITH SANET, COMPANIES ARE ADVISED BY PEOPLE WHO RUN COMPANIES

Sanet
ASEAN ADVISORS

Contact us:
+66-2-737 6420
info@sanet.co.th



MANAGEMENT CONSULTANCY

LEGAL SERVICES

MARKET ENTRY & SOURCING

RECRUITING

LEGAL SERVICES

Our German and Thai attorneys in Bangkok offer comprehensive experience in numerous fields of law combined with the dynamism of business consulting. Entrepreneurs expect a combination of legal and management consulting in their activities in Asia. Company formation and structure, sales, investments as well as the construction and management of production facilities are challenges that require comprehensive legal and

business advice. The Thai and German attorneys at Sanet Legal Ltd. have decades of experience in business law, administrative law, labour law and litigation. In addition, the law firm consults with expertise in IP and Maritime Law. Partners of Sanet Legal Ltd. are located in the industrial centres of Bangkok, Chonburi, Rayong and Chachoengsao.

Service: Legal Services by Sanet Legal Ltd.



1. Consulting about Company Structuring
2. Local Content
3. Company Formation
4. Handling BOI Investment Promotions
5. Labour Regulations & Labour Law
6. Visa & Work Permits
7. Product & Import Licensing

Sanet Legal – Dr. Denk & Partner: THE THAI-GERMAN LAW FIRM FOR COMPREHENSIVE LEGAL ADVICE & FOREIGN DIRECT INVESTMENTS IN THAILAND



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MANAGEMENT CONSULTANCY

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SANET. BECAUSE YOU DESERVE THE BEST NAVIGATOR.

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A one-stop-service providing hands-on support.

15 years of experience with a proven track record.

Legal expertise combined with ASEAN market competence.

Deep entrepreneurial understanding of SMEs.

A dynamic and trustworthy cross-cultural team.



MARKET ENTRY & SOURCING



A market-oriented structure, regard for local decision-making processes and efficient organization are crucial to ensuring a successful market entry. What is more, legal barriers in place for distribution activities in Thailand and ASEAN are quite severe. With Sanet, you receive consulting from experienced market specialists as well as the legal experts of Sanet Legal, making sure you are on the right path with a clear budget and concept which we design together.

**Service: Market Entry & Sourcing
by Sanet Trade & Services Co., Ltd.**

1. Partner Search
2. Sales & Marketing Support
3. Dedicated Business Units for Foreign Manufacturers
4. Localization of Supply, Supplier Search & Evaluation

MARKET ENTRY HAS TO BE JUST RIGHT: LEGALLY SOLID AND ORIENTED FOR SUCCESS

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TRADE & SERVICES

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MANAGEMENT CONSULTANCY

LEGAL SERVICES

MARKET ENTRY & SOURCING

RECRUITING

RECRUITING

Sanet CREATING CAREERS is a cross-cultural recruiting agency providing a highly reliable recruitment service to international SMEs in Bangkok and the Eastern Economic Corridor (EEC). Furthermore, the Sanet recruitment service focusses on the recruitment needs of Thai companies with international business objectives.

Key to our success is a strong relationship with clients and a sound understanding of their culture, recruitment needs and business goals in Thailand. We then start to identify, screen, evaluate and recommend the most suitable candidates within a proven recruiting process.

INTERCULTURAL RECRUITMENT FOR INTERNATIONAL SMEs IN THAILAND



Contact us:
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info@sanet.co.th

Service: Recruiting by Sanet CREATING CAREERS

1. Executive Search:

- Filling of Management Positions

2. Staffing:

- Filling Positions of Middle-Management & Sales Organization;
e.g. Accounting, BOI Accounting, Factory Managers, Office Managers, Personal Assistants, QS, IT, Sales & After Sales Services

3. Job Portal

- For Job Searchers & Job Offers



MANAGEMENT CONSULTANCY

LEGAL SERVICES

MARKET ENTRY & SOURCING

RECRUITING

since 2004

REFERENCES ARE WORTH MORE
THAN LENGTHY SELF-DESCRIPTIONS.

"Without Sanet's extensive network, including government officials, suppliers, banks and industrial parks, our investment project in Southeast Asia would certainly not have run as smoothly as it has."

Michael Weikert
Managing Director
SGF GmbH & Co. KG, Germany



MANAGEMENT CONSULTANCY

"Sanet LEGAL Ltd. has been instrumental in helping us set up an entity in Thailand and in successfully being granted BOI privileges. Without the help of Sanet, we could not have had the successful outcome we did in such a short time period."

Benjamin Ranck
Chief Technology Officer
Jetbroad Pty. Ltd., Australia



LEGAL SERVICES

"We contacted Sanet as part of a restructuring of our activities in Southeast Asia. The team at Sanet was very dedicated and helped to meet our very tight time frame. The business plan, created in partnership with Sanet, will have a strong impact not only on the Southeast Asian region, but also on how we will approach new markets in the future."

Elisabeth Katai
COO International Business
TUNAP Deutschland Vertriebs GmbH & Co.
Betriebs KG, Germany



MARKET ENTRY & SOURCING

"We have exclusively used Sanet CREATING CAREERS for all our recruitments in Thailand. They have played an important part in the success story of Rutronik in the Thai market."

Peter Klöpfer
Head of Rutronik Business Unit Thailand
Rutronik GmbH, Germany



RECRUITING



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Sanet
LEGAL

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TRADE & SERVICES

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