



COMPANY BRIEF

Helping industrial businesses grow in Southeast Asia

For SMEs, mid-market companies
and regional subsidiaries

October 2026



01 | WHO WE ARE

A commercial partner for industrial businesses in Southeast Asia

Founder led | Based in Singapore | Operating regionally with partners

- SMEs, mid-market companies and regional subsidiaries
- Industrial products, services and engineered solutions
- Independent advice grounded in senior operating experience
- Working sessions that produce commercial plans
- Hands-on project delivery

Work directly with Giuseppe Di Lieto

Former regional GM with over 20 years in multinational industrial businesses



exponasia
GROWTH PARTNERS

Situations where we can help

Do any of these situations sound familiar?

- We have a higher sales target, but **need a stronger plan** to achieve it.
- Our channel network is **not delivering** the performance we need.
- Forecasts **keep changing** and too **few opportunities** convert.
- Sales are growing, but **margins are under pressure** and **discounting is inconsistent**.
- We want to enter a new Southeast Asian market, but **lack time and resources** to develop a business plan.
- We have a commercial project, but have **no bandwidth** to execute it.
- We keep hearing the same explanations and **need a fresh, objective view**.

Which of these is a current priority for your team?



Three ways we can help advance your priorities

Bring fresh perspectives to commercial decisions, develop practical plans and turn priority initiatives into results

Commercial Workshops

Build actionable commercial plans with your team

- Go-to-Market and Channel Effectiveness
- Sales Planning / Acceleration
- Sales Effectiveness
- Budgeting for Growth
- Pricing and Margin Optimization

YOU RECEIVE

A plan your team owns

Selected actions, owners, timing and resource requirements.

Independent Assessment

Bring a fresh perspective to commercial decisions

- Go-to-Market structure and set-up
- Channel performance
- Sales process and pipeline management
- Pricing and margin leakage
- Market entry strategy
- Commercial due diligence

YOU RECEIVE

An independent opinion

Findings and recommendations to support your decision.

Project Delivery

Turn commercial initiatives into results

- Sales channel and JV partner search and qualification
- Commercial operation design and improvement
- Market entry and subsidiary launch
- Post-merger commercial integration
- Interim commercial leadership

YOU RECEIVE

Agreed project deliverables

Completed work or interim leadership against an agreed scope.

Operating experience behind every assignment

Giuseppe Di Lieto, Founder & Managing Director

- **More than 20 years in industrial businesses**

GE for 14 years, followed by other MNCs and international companies.

- **Regional GM, Sales & Service**

Led complex regional organizations up to USD 50+ million in revenue, multiple subsidiaries and teams of 100+ people.

- **Commercial and operating depth**

Market expansion, sales performance, commercial transformation and integration.

- **Asia-wide industrial track record**

Worked across Southeast Asia, China and wider APAC.

“We focus on
what we excel at,
leaving the rest
to those who excel at it”



A defined assignment with a useful endpoint

Scope, responsibilities and fee agreed before work begins

1

2

3

4

Priority

Scope and fee

Work with your team

Output and handover

A plan to build, a question to resolve or a project to deliver.

Agree the objectives, inputs, timing, responsibilities and output.

We leads the work directly and brings specialists where agreed.

Complete the agreed output and confirm owners for the next actions.

Ways to engage



Defined service or project fee



Retainer for agreed ongoing work



Fractional or interim commercial leadership

Sharing experience beyond client work

Contributions to business media and participation in regional business networks

FEATURED IN

















MEMBER OF







Malaysian-German Chamber of Commerce and Industry
Deutsch-Malaysische Industrie- und Handelskammer



Italian Chamber of Commerce in Malaysia

WHY US?

Clear focus
Practical approach

07 | WHY US



What you can expect from us

01 Operating experience

A former regional GM brings judgement about commercial choices and delivery.

02 Strengths in focus

Growth and commercial performance, with trusted partners for adjacent needs

03 Independent judgment

Candid advice grounded in evidence and senior operating experience

04 Flexible by design

Scope and level of involvement matched to the priority and the team

05 Collaboration with your team

Easy to work with, respectful collaboration with your team

A clear starting point for our discussion

A commercial plan to build, a question to resolve or a project to deliver

TELL US WHAT NEEDS ATTENTION

Reach out with the commercial priority you want to address.

EMAIL

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WEBSITE

www.growexponasia.com

LINKEDIN

[Exponasia Growth Partners](#)

“If everything feels
under control,
you’re just not going
fast enough”

Mario Andretti
Legendary
racing driver



