



## Expansion in Asia - PM&P and TRACTUS form official partnership

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After the recent partnership between Conway and PM&P, Tractus is happy to partner with PM&P. Our firms have a similar client-focused philosophy and over the 20 years we have successfully advised clients in Asia and Europe respectively.

John Evans, Founder and Managing Director of Tractus Asia Limited commented:

“Over the past two decades we have been advising western clients on how to enter the Asian markets. However, the speed globalization now has Asian companies looking to go west to Europe, while western companies are strategically evaluating the optimal model and fit for their business within Asia, whether this is a go-it-alone strategy or with Asian partners. These are exciting times for cross-border trade and investment between Europe and Asia. We at Tractus are excited and enthusiastic to work closely with PM&P to continue to serve clients on both sides of the globe.”

### About Tractus:

Tractus Asia Ltd. ([www.tractus-asia.com](http://www.tractus-asia.com)) is one of the leading management consulting firms headquartered in Bangkok, Thailand, with offices across Asia in China, India, Thailand, Hong Kong, Indonesia, Myanmar, Singapore and Vietnam.

For the last 20 years and with a team of 60 professionals, Tractus has advised and assisted over a 1,000 multinational companies and public and private sector clients make intelligent decisions about where to locate and how to structure their direct investments in or from Asia.

Tractus' full service market-entry and expansion practice areas include initial market research and corporate strategy implementation; distributor and partner search assistance; merger & acquisition and fund raising; site location advisory, and; regulator and private-party negotiations assistance.

Tractus also has a substantial public sector practice area that provides services such as government advocacy, trade and investment promotion, public policy and economic development program advisory services.

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