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## Tricor Group Offers Key International Expansion Insights at GetGlobal 2019

**Tricor Group** (Tricor), Asia’s leading business expansion specialist and provider of integrated business, corporate, investor, human resources and payroll, corporate trust and debt services sponsored GetGlobal 2019, the largest summit in North America for international business strategy, expansion and investment, on November 6-7 in Long Beach, California.

A team of Tricor executives provided an in-depth analysis of the intricacies and considerations of business expansion in Asia, and the distinct considerations of scaling operations in Mainland China and Japan. Scott Sato, CEO of Tricor Japan alongside Hailiang Zhang, CEO of Tricor Mainland China shared their unique insights into what drives success and best practices to effectively navigate international expansion into these dynamic markets. Topics covered included understanding emerging trends, identifying opportunities, overcoming challenges, appreciating cultural nuances and building trust with foreign partners.

**Lennard Yong, Tricor Group CEO**, said: “Tricor executives were delighted to share their deep expertise and experiences helping US-based clients successfully expand and invest in markets across Asia Pacific. As the leader in international business expansion in Asia, Tricor was uniquely positioned to provide the conference’s growth-minded businesses with the key insights, intelligence and resources they need to thrive in Asia. We look forward to building on the dynamic connections and relationships formed here at GetGlobal.”

**Andrew Lindquist, Managing Director** of Tricor in the US remarked: “Expanding into new markets is a strategic imperative in today’s global economy but the path forward can be mired by challenges, uncertainties and shifting regulations. The GetGlobal sessions prepared by Tricor’s team of experts were developed to explore how multinational companies can identify opportunities, build partnerships, navigate pitfalls and stay ahead of the curve in a diverse and rapidly evolving international business environment.”

GetGlobal gathered over 150 expert speakers and 1,000 senior business executives, innovators and influencers to discuss the issues impacting global business and provide critical networking, tools and resources for international success. The industries represented ranged from technology and e-commerce to renewables, entertainment, aerospace and food & beverage.

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**About Tricor Group**

Tricor Group (Tricor) is the leading business expansion specialist in Asia, with global knowledge and local expertise in business, corporate, investor, human resources & payroll, and corporate trust & debt services. Tricor provides the building blocks for, and catalyzes every stage of clients' business growth, from incorporation to IPO. Tricor has had a rapid expansion through organic growth and development as well as partnerships, mergers and acquisitions. The Group today has over 50,000 clients globally, a staff strength of over 2,600 and a network of offices in 47 cities across 21 countries / territories. Our client portfolio includes over 1,500 companies listed in Hong Kong and China, ~500 companies listed in Singapore and Malaysia, and more than 40% of the Fortune Global 500 companies, as well as a significant share of multinationals and private enterprises operating across international markets. In March 2017, the Permira Funds became the controlling shareholder of the Tricor Group, alongside management.

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