



Global Climate Tech Deployment & Scaleup Across Asia

## Programme Details

### 1. Introduction

The Net Zero Asia programme develops and executes sales and marketing / routes-to-market strategies for global climate tech companies seeking to deploy and scaleup their climate tech systems and solutions in Asian markets with prospective Asian corporate customers, partners and distributors from 12 Asian countries who are committed to achieving science-based net zero greenhouse gas (GHG) emissions targets.

#### **Asia's Complex Routes-to-Market**

Asia, a geographically vast and diversified landscape, overlaid with multiple currencies, political and legal systems, population bases, differing income levels, ethnicities and religions, provides complex challenges for companies looking to sell their products and services into Asia.

Adding to Asia's cultural diversity are the shifting economic, infrastructural and demographic structures which creates unique challenges for new market entrants seeking to expand into Asia, especially those operating in the climate tech sector, who need to navigate and overcome fragmented routes of access to customers in a very focused way.

#### **Net Zero Asia Programme Advantage**

Net Zero Asia's significant Pan-Asian footprint, which combines local knowledge with a corporate presence, enables us to offer climate tech companies a complete solution to transact and conduct business in these fast-growing markets.

Leveraging on established relationships and local knowledge to determine the right channel strategies that meet the needs of customers in each Asian market, Net Zero Asia enables companies to seamlessly navigate the proliferation of channels for connecting, engaging and selling to clients, customers and end-users.

As a regional expert, our extensive network, robust understanding of diverse customer expectations, government regulations and other non-commercial requirements, enables us to build scalable and cost-effective routes-to-market strategies and solutions.

Being on the spot in local markets, close to customers, enables Net Zero Asia to anticipate, prepare and react with agility and speed to changes and new developments.

## 2. Climate Tech Sector Focus

The Net Zero Asia programme focuses on the following 8 climate challenges:

- Built Environment
- Carbon Management
- Circularity
- Energy
- Food & Agriculture
- GHG Removal
- Industry & Manufacturing
- Mobility & Transport

## 3. Asian Countries Coverage

The 12 Asian countries covered under the Net Zero Asia routes-to-market programme are:

- Cambodia
- China
- Hong Kong
- Indonesia
- Japan
- Malaysia
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

## 4. Industries Coverage

- Automotive
- Chemicals and Petrochemicals
- Energy (Oil & Gas Exploration & Production)
- Fashion, Garments & Textiles Manufacturing
- Food, Agriculture & Plantations
- Heavy Industries (eg Steel/Cement/Ship Building)
- Light Manufacturing (eg Electronics)
- Property Development, Building & Construction

## 5. Programme Highlights



- **Market Exposure:** As part of the Net Zero Asia programme, Net Zero Asia will execute industry-specific targeted strategic marketing campaigns in relevant Asian markets to create awareness of the company's climate tech amongst commercial and regulatory stakeholders by addressing each industry's specific net zero challenge for each prospective Asian market.
- **Generate Interest:** Net Zero Asia will engage and evaluate interest generated from the strategic marketing campaigns with the view to developing a list of qualified prospects who are both highly motivated and possess the necessary financial resources to adopt and roll-out the technology offered by climate tech companies.
- **Evaluation:** Net Zero Asia will arrange for virtual introductions/presentations by the company with pre-qualified prospective Asian customers to enable the prospective customer to evaluate the company's offering in greater detail.
- **Engagement:** Net Zero Asia will assist the company (where required) to follow-up with the prospective Asian customers on the next steps and to assist the company with any assistance required to close the sale (eg. introduction to local technical resources).
- **Sale:** Net Zero Asia will assist the company (where required) to close the sale (e.g. introduction to local legal and regulatory resources).

One of the key objectives/benefits of the Net Zero Asia routes-to-market programme for climate tech companies is that the programme enables the company to only engage with pre-qualified prospects who have a genuine interest and the necessary financial resources to deploy the company's climate technology without having to invest significant resources to expand into Asian markets on their own thereby significantly reducing company's risk and also preserving management and financial resources.

By leveraging Net Zero Asia's established relationships, local knowledge and expertise, global climate tech companies are able to execute cost-effective routes-to-market strategies and solutions for their Asian market expansion ambitions.

## 6. 2023 Programme Duration

Each programme runs for six (6) months.

## 7. What to Expect for Programme Participants

Programme participants should expect to commit management time and resources in the following anticipated activities (non-exhaustive) throughout the duration of the programme:

- Preparing a market-ready sales and marketing pitch deck
- Online meetings with pre-qualified prospective corporate customers, partners and distributors to present their climate tech systems and solutions
- Product demo walkthroughs
- Preparing agreements/quotations/RFPs for prospective corporate customers
- Implementing pilot projects (where applicable)

- Providing a credible and transparent science-based approach for quantifying and reporting GHG reductions derived from the implementation of their climate tech systems and solutions (e.g. GHG Protocol, ISO 14064)
- Project planning, execution, monitoring and reporting

## 8. Programme Fees

- Fee arrangements can be tailored to meet the needs of the programme participants.

## 9. Contact Details

### **Net Zero Asia Programme**

% Fortune Capital Management Pte Ltd

E: [hello@netzero.asia](mailto:hello@netzero.asia)

W: [www.netzero.asia](http://www.netzero.asia)

A: 6 Battery Road, #42-00, Singapore 049909

T: +65 62322 328

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## **About Fortune Capital Management**

The **Net Zero Asia Programme** is owned and managed by Fortune Capital Management Pte Ltd (“Fortune”), a corporate venture builder established in 1999 and headquartered in Singapore that is focused on ecosystem venture building for startups and growth companies.

Fortune has been a VC since the early 1990s and managed several venture and private equity funds, investing into more than 220 companies globally. Since 2015, Fortune has turned its focus to ecosystem venture building for startups and growth companies seeking to expand into Asian markets.

As a regional expert, our extensive corporate and institutional network, robust understanding of diverse corporate and investor expectations, government regulations and other non-commercial requirements, enables us to build scalable and cost-effective routes-to-market strategies and solutions for global startups and growth companies entering Asia.

Being on the spot in local markets, close to customers, enables us to anticipate, prepare and react with agility and speed to changes and new developments.