

/ ALTIOS helps SPS expand their reach into the Asian market

« When you're alone and far away you really need local support and good advice, especially with contracting and navigating complex visa issues. I'm very glad to have the support of ALTIOS. »

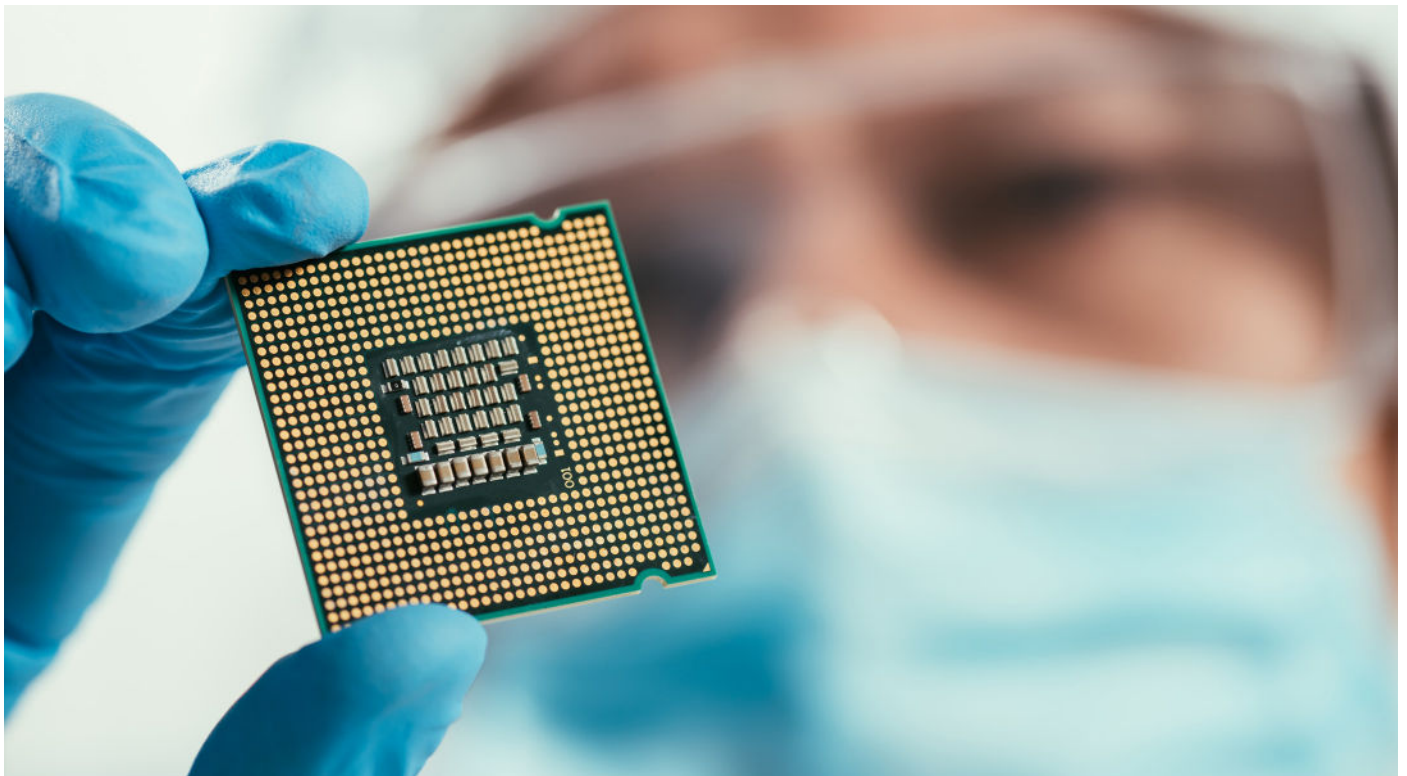
Stéphane Livet, VP Sales Asia

Challenge

- A small company based in the south of France, SPS was ready to expand sales of their contactless payment technology into Asia by opening an office in Singapore.

"It is not even a question of being present or not – it's a must," says Stéphane Livet, VP Sales in Asia. "We need to talk to our customers in Japan and Korea every day, and with the time difference from France – it just doesn't make sense."

- With no knowledge of the Asian market or local presence, they needed help in the administrative tasks of setting up an entity, as well as recruitment of a new team.





- / **Headquarters and production site:**
Rousset, France
- / **Employees:** 180
- / **Turnover:** 112 million d'€ (2021)
- / **Subsidiary:** 1 (Singapore)



Solutions

- ALTIOS supported SPS in the administration, contracting and bureaucratic liaison necessary to set up an entity in Singapore.
- ALTIOS managed the recruitment of staff members not only initially in Singapore, but later in Hong Kong and Indonesia as well, allowing SPS to better serve local Asian markets.
- ALTIOS continues to manage the bookkeeping, payroll and administrative tasks of the Singapore entity, which has now grown to include the Asian operations of IN Groupe, the company that acquired SPS in 2018.

Results

- With the entity established in Singapore in 2014, SPS has continued to grow in the APAC region, with local sales representatives now in place in Indonesia and Hong Kong. ALTIOS' Asia footprint, with offices in Hong Kong, India and Singapore, has been instrumental in helping SPS navigate recruitment – especially dealing with complex visa issues.
- The establishment of the Singapore entity has driven growth in Asia for SPS *“We’ve had a lot of success in Thailand, Indonesia, Korea, and India; it’s growing in Vietnam,”* says Stéphane. *“This will be our fastest-growing market in the next 2 to 3 years.”*
- Since the merger with IN Groupe, the responsibilities of the Singapore entity have grown, and with the support of ALTIOS they have been flexible enough to manage this, becoming the landmark for the whole IN Groupe in the APAC region.

Tips

- Don't underestimate the complexity of navigating complex visa issues when recruiting as a foreign company. Having local expert advice is vital.
- Successfully recruiting local sales representatives is key to penetrating a new market. *“We made the decision to hire a salesperson in Indonesia, which was a big decision at the time,”* says Stéphane. *“I didn't want to have only one unit here in Singapore with only Singaporean people – or even worse, Caucasian people – for the Asian market. I don't believe we would have been as successful without a local Indonesian salesperson.”*