



# SANNAM S4

MARKET ENTRY SIMPLIFIED

## Professional Trade Association (Finance)

### Generating New Business Opportunities for a Non-Profit Organisation

#### Service: Association Market Activation and Member Revenue Generation

#### BACKGROUND

Founded in 2001, the client is a non-profit organisation that represents an international financial jurisdiction. The task was to develop and promote the jurisdiction, on behalf of the client, as an international finance center.

The client has offices in Hong Kong and Abu Dhabi and is represented in India by Sannam S4 **LaunchPad™** team.

#### CHALLENGE

The client's objective was to promote their membership body and to generate new business opportunities for their corporate members in India. They engaged with Sannam S4 to:

- Strengthen local representation.
- Promote the jurisdiction as a key financial center.
- Create awareness of the professional services offered by its membership body.
- Generate new revenue opportunities for its members.
- Strengthen business ties and tax treaties between India and the financial jurisdiction.

#### SOLUTION

Sannam S4 delivered:

- **Business Support:** Through the **LaunchPad™** business incubation service, Sannam S4 recruited a dedicated, full-time professional to work solely, on behalf of the client, to represent their interests in India. We provided all the infrastructure support and management 'oversight', without the need to set-up a legal entity. All payroll, accounting, expense management and compliance matters were taken care of.

- **Relationship Management:**

- Managed and further developed their existing business (both private and public) relationships.
- Lead generation. Sannam S4 identified key, credible contacts as 'ambassadors' for the jurisdiction and explored new business opportunities in targeted industry sectors, government departments and with regulatory bodies (SEBI/RBI).
- Extended the client's presence beyond the two cities of Delhi and Mumbai into other core cities, Bangalore, Pune, Chennai and Ahmedabad.

- **Client Promotion:**

- Created awareness and educated key stakeholders regarding the membership body's capability, reputation, regulatory status and track record.
- Promoted the benefits of doing business with the client and its members above other jurisdictions.
- Strengthened partner relationships within the accountancy, legal and financial sector through targeted promotional activity.

- **Event management:**

- Delivered promotional visits and conducted technical seminars on behalf of the client.
- Managed local events, ensuring maximum attendance, impact and relevance for visiting delegations and local attendants. Target audiences include professional advisors (major accountancy firms and leading law firms), senior banking executives, investment managers and fund advisors.
- Represented the client at events, developed new contacts and explored new opportunities for the client's members.

#### ■ Marketing and PR Support:

- Provided local media with information, news and inputs.
- Contributed articles and content in newsletters pertaining to the client's jurisdiction and membership body.
- Maintained an accurate contact database to ensure focused targeting of communications.

## RESULTS

Sannam S4 delivered:

- **Developed the client's business in India:** Supported the client and its members businesses' establish a presence in India. Promoted bilateral business trade between India and the jurisdiction. Sannam S4 also managed outbound delegations of key Indian target customers and influencers—enunciating the client's business offering and creating significant goodwill among potential customers. In this way, generating opportunities and creating a real 'deal-flow' for the client.
- **Generated awareness of the jurisdiction:** Significantly increased the level of client recall in the marketplace and ensured that the potential customers were kept abreast of the benefits of doing business in the jurisdiction and with its members.
- **Regular reporting on business performance:** Monthly performance reports were delivered to the client. Issues were highlighted and recommendations made. Sannam S4 also submitted quarterly updates and the annual report for India to the Board.

## ABOUT SANNAM S4

Sannam S4 helps international businesses enter, establish and prosper in India. Our business model is unique in that, from the outset, we proactively seek new revenue opportunities in the market for our clients and then we help them implement and manage these opportunities longer term.

We take clients from the initial stage, where they are considering entering India, and we then deliver business support services to help them grow, acting as a strong local service partner. Whether a company is seeking to generate new revenue, source products, or establish an outsourcing/manufacturing unit, Sannam S4 provides the end-to-end support in-house.

We also provide ongoing local business support to a number of organisations, who have been in the market many years including business development activities, compliance and other business support services.

Our teams comprise of dedicated local and international specialists delivering market research, company structuring, compliance, finance, tax, accounting, inward investment, partner/distributor due diligence, business development, recruitment and HR support.

In India, Sannam S4 has offices in New Delhi, Mumbai, Chennai, Pune and Bangalore.

Sannam S4 also operates in Brazil and China.

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