

The Silk Initiative Establishes European Presence

Thursday 1 April, 2021

New presence in the UK offers opportunity for major European food, beverage, consumer healthcare, and wellness brands as they expand into Asia.

[London, England: April 1, 2021] Shanghai-based strategic food, beverage, consumer healthcare, and wellness brand consultancy, The Silk Initiative (TSI), is proud to announce the establishment of its UK and EU presence based in London. This strategic expansion is aimed at giving major UK and European brands the opportunity to work with one of the world's leading consultancies focused on the Asia-Pacific market. It also capitalises on existing client partnerships in the region, which TSI has held for some time.

More and more major UK and European brands are looking to Asia broadly, and China in particular, for continued market growth. TSI's unique, end-to-end brand consulting solutions and tools are an indispensable addition to any sound market strategy. Through establishing a European presence, the TSI team will be better able to provide these services face to face and in real-time across the UK and EU.

Leading the European expansion for TSI will be Aron Solomons. With several years of living and working in Asia, and most recently his strong experience with TSI Shanghai, he is well-placed to bring TSI's name to his native UK. During his time with The Silk Initiative, he has led the development of market strategies for some of TSI's top clients in Asia, including Goodyear Tires and The a2 Milk Company, among others. Aron notes that this is "...an incredibly exciting time for the consultancy. The unique combination of skill sets and people at TSI is really special and I am truly excited and honoured to lead our growth in Europe in 2021."

Andrew Kuiler, founder and CEO of The Silk Initiative, sees this move as key to helping brands understand the over 3 billion consumers in APAC. "While much of the Asian market is dominated by American, Australian, and New Zealand brands, there is a growing appetite for UK and European alternatives who bring a number of unique propositions. The key in this saturated market, though, is to have the right strategy in place well before launch. The only way to do that is by speaking with the right strategic partners on the ground."

For further information on this strategic expansion, please contact John Pabon at john@thesilkinitiative.com.

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Related Keywords:

Food And Beverage :: Brand Consulting :: Brand Consultancy :: Asia Consumers :: Fast Moving Consumer Goods :: New Product Development :: Expansion ::

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