

FRONTIER MARKET OPPORTUNITIES

Engage Asia with Paul Keijzer

The opportunities
that frontier
markets provide
are not only
fulfilling business
wise but on a
personal level as
well





GROWTH

This is the electric current that drives everything in frontier markets.

Everybody is looking for betterment for

Themselves
Families
Companies
Country

Anything you touch has the potential to turn into the next big thing.



FORWARD LOOKING

As everything moves forward in overdrive people don't look back and reminisce about the past.

The focus is on:

What the future will bring.
How to best learn and develop.
And to keenly ready oneself.



EVERYTHING IS POSSIBLE

Everything is possible and things get done in a relatively short amount of time.

Unlike in developed markets, with frontier markets:

Turnaround time can be within hours vs days or weeks.

Meetings with senior policy makers and government officials can be relatively easy to set up.



MAKE AN IMPACT

Small actions can have huge impacts due to the market's phase of development.

. You don't have to look far in frontier markets to make an impact. You can:

- Teach people
- Build infrastructure
- Provide health care services
- Provide clean water
- Build an active social society

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paul@engageconsulting.biz



pk.linkedin.com/in/paulkeijzer



bit.ly/1aDvVwz



[@paul_keijzer](https://twitter.com/paul_keijzer)

www.paulkeijzer.com

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