

**September 2013**

**International Member Spotlight**

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Every business broker has his own story of how he entered this business. I would like to share mine, and hope that this will encourage many newcomers. I started my career studying overseas. I then started to work for MNC within the region of Thailand. After 20 years working overseas, I decided that I wanted to become a business consultant later in my career. So I then took further education, including an MBA, a PhD, and many other business advisor certificates. As soon as I managed to get a number of customers, I started my own small consulting firm SEA Business Consulting. I slowly found that many of my customers either had many businesses and wanted to sell some of them, or their current businesses were in bad shape and they were looking to sell all of them. That was the formal starting point of SEA Business Broker.

I believe the business broker/intermediary industry will have a very bright future in the next several years. Within Asian countries, everyone is aware of the hottest regional event, that of the AEC (ASEAN Economic Community). AEC will bring endless cross-border business potential, not only within the region but also from other parts of the world.

Thailand has a very strong strategic location. The country is geographically located right in the middle of the AEC region. Based upon my experience actively working in the region over the past 20 years, my SEA Consulting and SEA Business Broker firms were established to serve new business potentials.

SEA Business Broker is one of the pioneers in its field. In Thailand there are only a few formal business brokers. The current business brokers in the market seem to focus more on the “main street” business. However, there are lot more opportunities at the level of M&A as well. Mostly people here are not formally working as a business broker but in property/real estate agencies.

SEA Business Broker is still very young. However, over the last year we have managed to acquire 60+ potential sellers with a total business value of \$650 million. Our business broker division was actually established at the request of an existing customer from the business consulting division.

In the coming years, in addition to two branches in Vietnam and Malaysia, I am working on setting up representative offices in most of the countries in the Southeast Asia region in order to better serve our customers. In our company, we strongly believe that the upcoming AEC will be the main factor contributing to the success of this industry.

In giving other business brokers recommendations, I would say that investment law is one of the most important foundations that the business broker must establish, especially within an emerging region where there is a lot of grey area.

Pusit Ketmayoon