

# BEACHHEADS EAST ASIA



## Paul Dibbayawan

Beachhead Advisor,  
East Asia

### Advisory areas

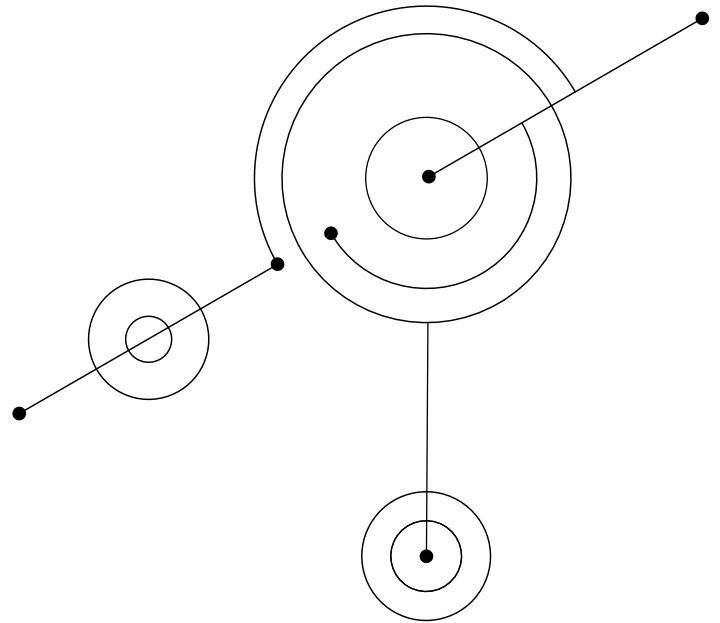
- Supply chain
- Distribution
- Channel marketing

### Sector experience

- FMCG
- Beverage

### Geographies

- Thailand
- Hong Kong SAR
- China
- New Zealand



Located throughout New Zealand and around the world, our Beachheads advisors are a network of private sector experts who offer perspective and insights to help New Zealand companies shape the direction of their business.

Paul is a business executive who knows what it takes to succeed in East Asia's beverage and fast-moving consumer goods sectors.

Based in Thailand, he runs his own branding and distribution company having developed and launched a number of brands in the beverage industry.

He is also the founder and chief executive of NZO International, which exports bottled water from New Zealand to Australia and parts of Asia.

Paul can also draw on his experience working for Bacardi, running the 42 Below business. He became the global managing director and chief executive of 42 Below, and was responsible Bacardi's stable of brands within New Zealand.

After working in New Zealand, Paul headed up Bacardi's regional sales based in Shanghai, China. He was part of Bacardi's Global Sales Leadership team, helping drive the global sales strategies within the company.

He has extensive knowledge of the beverage industry, and can advise New Zealand companies on entering the region's competitive market for FMCG products - from supply chain and distribution, to channel marketing.

Now an entrepreneur, Paul also co-partners a consultancy Bevbrand Co Asia, that helps companies develop brands, market entry strategies and brand activations.

He can apply this knowledge and experience to helping New Zealand companies succeed in East Asia.

