**Sydney April 23, 2012**

**Supporting Innovative Companies to Expand and Grow in Asia & Australia**

Profits And People have created a new website that explains how they support innovative companies in Asia and Australia. We support companies during their entire lifecycle explains Managing Director Peter Karlsson. Having seen too many companies fail in the region, prompted us to create better support services for organisations of all sizes. With 23 years experience in the region, we can help.

With plenty of problems relating to both the US and European economies, many companies are now trying their luck in Asia.  Increased competition has caused a large percentage of them to fail lately, explains Peter Karlsson.  Companies sometimes do their own analysis and sometimes use trade organisations to help with entry into their new markets.  The type of analysis that they rely on is however often too superficial and too generic.  Potential "road blocks" are often not identified and this gives companies a false sense of security.

Because of increased competition, companies need stronger support that is available during their entire life-cycle.  It is important that they have qualified and very experienced support to help them on the road to success according to Peter Karlsson.  Differences in business culture as well as differences in legal systems can lead to rapid corporate failures. During our 23 years in the region, we have seen the competition increase dramatically requiring better strategy and risk management.

A new website with a video explaining the different service offerings has been developed and some of the more important pages are now available in Swedish.  Website: http://www.profitsandpeople.com

Profits And People is a boutique Business Growth and Market Expansion Consulting firm supporting organisations to increase their growth and profitability in Australia and Asia. We are based in Sydney and have 23 years experience in the Asian pacific region working across several different industries from IT and Manufacturing to Medtech / Pharma and Healthcare. Profits And People work with large Multinational Organisations as well as SMEs. We support organisations through their entire lifecycle providing dynamic and innovative consulting solutions in a world that is constantly changing. Profits And People help organisations taking advantage of global changes rather than being a victim of them through a strong understanding of People, Culture Process and Systems.