



Helping Asian manufacturers grow in U.S. technical OEM markets.

NAXP helps Asian manufacturers in automation, robotics, healthcare, semiconductor, and intralogistics build clearer U.S. sales and marketing strategies.

20+ years

Technical B2B sales experience in North American OEM markets.

One advisor

Direct access to one dedicated contact from start to finish.

Real-world guidance

Practical U.S. market support from someone who has done the work.

You may already be trying to grow in the U.S. but you want it to be better

- * Cold emails are not getting meaningful responses.
- * Trade shows are not converting conversations into qualified opportunities.
- * English websites and catalogs do not yet feel natural to U.S. technical buyers.
- * Reps, distributors, ads, or follow-up activity lack clear pipeline visibility.

NAXP helps identify where your processes could be improved.

U.S. engineers, purchasing teams, and managers need clear application fit with your products and credible follow-up.

Sales and marketing advisor for the decisions that shape your U.S. growth.

U.S. Market Strategy

Messaging & Materials

Sales Channels & Follow-Up

Trade Shows & Digital

Why the guidance is different

NAXP is not a fixed program that every company must follow. We work with each Asian manufacturer around what fits its business, products, team, budget, and stage of U.S. growth. The goal is practical advice your team can actually use, not a one-size-fits-all market-entry playbook.

Start with a free initial consultation.

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naxppartners.com

因企制宜，务实落地，共同开拓北美市场。



帮助亚洲制造商拓展 美国技术型 OEM 市场。

NAXP 帮助自动化、机器人、医疗、半导体和内部物流领域的亚洲制造商，建立更清晰的美国销售和市场策略。

20多年

北美 OEM 市场技术型 B2B 销售经验。

一位专属顾问

从开始到结束，直接对接同一位专属联系人。

务实指导

由真正做过美国市场开发的人，提供实用支持。

您可能已经在开拓美国市场，但希望效果更好

- * 主动开发邮件没有获得有价值的回复。
- * 展会交流没有转化为合格销售机会。
- * 英文网站和产品目录还不够符合美国技术买家的阅读习惯。
- * 销售代表、经销商、广告或后续跟进缺少清晰的管道可见度。

NAXP

帮助识别您的流程可以改进的地方。

美国工程师、采购团队和管理层需要清楚了解您的产品应用匹配度，并看到可信的后续跟进。

面向影响美国增长决策的销售和市场顾问服务。

美国市场策略

信息表达与销售材料

销售渠道与后续跟进

展会与数字营销

为什么这种指导不同

NAXP 不是要求每家公司都套用同一个固定方案。我们会围绕每一家亚洲制造商的业务、产品、团队、预算和美国增长阶段，制定适合其情况的工作方式。目标是提供您的团队真正用得上的务实建议，而不是一套统一的市场进入模板。

从一次免费初步咨询开始。

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