



# Global Network News

[www.globalconsultingnetwork.com](http://www.globalconsultingnetwork.com)

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## Global Consulting Network (GCN)

Welcome to the inaugural issue of "Global Network News", the newsletter for the Global Consulting Network. This first issue coincides with the launch of the GCN web site, as well.

In late 2003, Global Strategy, Inc., a Chicago area business development consulting firm, began informally approaching companies to join a network of specialty consulting firms that focus on business development and related areas.

From those initial approaches, a strong, formal network of highly-

qualified consulting firms was built, with each possessing specialized skills and capabilities in their respective markets.

The GCN is designed to allow members to share potential client leads, while also supporting each other in extending coverage of each member's activities to new markets.

Already, a number of cooperations and assignments have been generated through the GCN. We expect that as communication between the GCN Members expands, the number of cooperations will

continue to increase. We continue to approach other consulting firms, on a select basis, to further extend the reach of the GCN.

We welcome new members that can increase our global coverage, and particularly those that bring new or unique capabilities to the GCN. Please let us know if there are any consulting firms that you would recommend as potential GCN members.

Your suggestions, feedback and comments on the GCN newsletter and web site are encouraged.





## ANZA Consulting—Australia

ANZA specializes in helping companies locate the most suitable partners in the Prescription, Ethical OTC and Natural Medicine markets in the Pacific region. ANZA has experienced pharmaceutical industry advisers who assist clients in entering the Australian/NZ and Asian markets. They have over 30 years of pharmaceutical business and management

experience in Australia, New Zealand, Asia and Africa. ANZA can advise on matters of licensing, partnering, or co-marketing as well as assisting with business and market planning.

ANZA Consulting is currently working with a number of leading Australian healthcare companies assisting them with a variety of business development projects

including:

- Introducing a unique nasal lavage system (Sinus Rinse) into the Asia/Pacific region.
- Managing distribution of Arthricillin into the region and global markets.
- Registration and distribution of Indian and European companies' products in the region.



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## China Healthcare Consulting—China/Korea

China Healthcare Consulting is a California-registered leading professional consulting and marketing firm specializing in the international business development and marketing for foreign pharmaceutical and advanced medical device products in China and Korea. The company was founded in 2002 by a group of professional experts with many years

of experience in both U.S. and Chinese pharmaceutical and medical device industries.

CHCC has serviced a dozen clients around the world and the services provided include business development, regulatory consulting and marketing.

Recently, CHCC has forged strategic alliances with reputable Chinese and Korean marketing firms to initiate the brand marketing program for

medical device products for diabetes and advanced wound care products and oncology products in both China and Korea.

CHCC has offices in Los Angeles, Beijing and Seoul, and has over 20 staff members with strong experience in business and product development in the healthcare industry. Their senior managers are bilingual and have extensive backgrounds.



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## Eurotechnology Japan—Japan

Eurotechnology Japan builds US and EU business in Japan. They research the market for clients' products, develop a strategy and build sales in Japan. They often work with companies which have been present for many years in Japan, and help them improve their operations and grow their business further. Their focus is in high-

technology areas: electronics, opto-electronics, and communications.

Their customers include multinationals such as SIEMENS, Asahi Glass, Nippon Telegraph and Telephone (NTT), CUBIC Corporation, BARCO, Electronics for Imaging. Eurotechnology also works with medium sized enterprises and start-ups from USA,

Europe and Japan, as well as Wall Street investment banks and other investment organizations.

An interesting part of Eurotechnology Japan's business is selling multi-client research reports, and they welcome the opportunity to include other GCN Member reports in their library of reports.

[eurotechnology.com](http://eurotechnology.com)  
 we build businesses in & with Japan

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Fusion Consulting is a business intelligence consultancy providing clear strategic advice on Asia-Pacific markets. The company conducts custom research and consulting to help clients understand their markets, compete more effectively and grow into new areas of opportunity.

Typical issues handled include Asian expansion strategies, partner selection, market sizing, competitive intelligence,

investment feasibility and market entry.

The company has offices in Singapore and Hong Kong, and a network of over 250 consultants operating in 14 countries across the Asia Pacific region.

Clients benefit directly from knowledge transfer between Fusion Consulting's industry practices in:

- Consumer & Retail
- Chemical

- Financial Services
- Information & Communications Technology
- Life Science
- Media & Leisure
- Industrial & Logistics

Some companies that Fusion Consulting has advised include Agilent, BASF, Citibank, DuPont, HP, Microsoft, Sony, and Xerox.



## K.J. Enterprises—India

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K.J. Enterprises' business objective is the development of a two-way flow of trade, investment & technology between India and other countries by providing professional advice, assistance and services as outlined below :

- Trade Facilitator/matching Services for setting up Marketing Channels in India/Partners from India
- Sourcing, Pricing and

Quality Control Supervision for imports from India

- Technical Transfer/Licensing Agreement/Joint Venture/Outsourcing (Contract Manufacturing/Custom Synthesis)
- Licensing Agreements for innovative technology, products & services having demand from Indian Industry
- Tie-up with Research & Professional Institutes,

Government Bodies for exchange of knowledge, services & commercialization

They have developed a good network with Indian manufacturers & are now working to join hands with partners in various regions/countries to tap the market potential in sourcing & outsourcing, particularly in the medical and pharmaceutical industries.



## Nahak Overseas Limited—India

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Nahak specializes in business development, strategic planning, international marketing, and market research, assisting Indian companies and foreign companies seeking to enter the market in India.

The firm also has worldwide operations that

provide information communication technology solutions to businesses and not-for-profit organizations like NGO's, hospitals, healthcare systems, governments and any other organizations that work for the cause of humanity, health, education and charity.

Current assignment include business development and market development for Beacon Diagnostics, Desai Construction, Fluorocraft, Merus GmbH, Minerals India International, and the Patel Group.

## SoHealthAsia—Hong Kong

SoHealthAsia combines a unique understanding of Asian healthcare and pharmaceutical markets with a knowledge and insight of marketing research techniques which ensures delivery of the most effective research based solutions for healthcare and pharmaceutical clients.

SoHealthAsia only works for clients in the healthcare, pharmaceuti-

cal, medical and biotechnology industries in Asia. The company combines its knowledge of both with an understanding of marketing research techniques as they should be applied to these industries in the Asian region.

SoHealthAsia offers the full range of ad hoc marketing research capabilities from qualitative to quantitative, and across the spectrum of

healthcare market research needs from product launch through to the advent of generic competition.

Services include:

- New product concept testing
- Product positioning studies
- Communications and media testing
- Name and brand tests
- Tracking studies
- Market analysis



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## Advisory Delta—Romania

Advisory Delta Ltd. is a privately owned management consultancy company, and member of AMCOR (Romanian FEACO representative).

The company is dedicated to strategic partnering, business planning, and market intelligence in Romania and Eastern Europe markets. Advisory Delta's services consist of providing consulting

services for local and foreign companies that are looking to finance, reorganize or develop their business, and obtain foreign investors.

The company gives special attention to project writing, delivery management, monitoring and evaluation, for clients ranging from local authorities, NGOs, and professional bodies to private firms and

individuals.

Currently, Advisory Delta is representing potential foreign investors in the real estate, tourism, distribution and logistics, waste management, pharmaceutical sales training, and construction materials distribution fields. This is in addition to a number of other ongoing projects for regional and local authorities.



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## BiDCON—Germany

BiDCON offers corporate development services to companies seeking to enter Germany, the largest market in Europe.

Leveraging their expertise and extensive contact network, offering first-class industry contacts, BiDCON becomes a fast-track gateway into the Central-European market. Services Include:

- market entry and expansion strategies
- development and implementation of growth scenarios
- product and portfolio strategies
- cooperation and partner strategies
- merger/acquisition intelligence
- guidance throughout contract negotiations and due-diligence

- procurement and pooling of investors
- financing strategy

Main markets include: medical technology, energy & regenerative energy systems, information technology, electronics, automation & processing, biotech & chemical, automotive systems, and retail and consumer goods.



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## BLC—Cyprus

BLC LTD is a business development agency located in the strategic Mediterranean island of Cyprus and specializing in the promotion of investment and trade between Europe (Cyprus, Greece, Romania, Bulgaria, Poland, Russia) and the Middle East (U.A.E. and Syria).

BLC group of international consultants provide

companies with all the necessary guidance, assistance and information to help select the right business partner in the above-mentioned areas, thus minimizing the risk, and maximizing the benefit, of any potential business cooperation.

BLC's staff includes five full-time and six part-time staff members with backgrounds in diplo-

macy, conference and seminar organization, commercial law, environmental engineering, business development, investment consulting, business consulting, etc.

BLC maintains a current list of active projects on their web site.



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## Consulton—Poland

Consulton is a Warsaw based consulting company that supports foreign companies in entering the Polish market. They render services such as market research & analysis, strategic consulting & market development, information brokerage & competitive intelligence and business contact procurement.

Consulton serves clients from various sectors, and specializes in FMCG markets, pharmaceuticals and construction products.

They have already provided their services to many companies and entrepreneurs from various countries including the US, Israel, Switzerland, Germany,

Denmark, Finland, Spain, Italy, Brazil, Ukraine and Russia.

Consulton has a team of 4 consultants, having various educational and professional backgrounds. Additionally, they work with part-time and external consultants depending on each project's needs.



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## CSG Europe—Germany

CSG Europe is focused on two business segments: the first involves supporting overseas companies in the areas of marketing, partnerships, exhibitions and sales; the second includes importing and selling selected products from overseas companies using exclusive contracts for dedicated markets and/or geographies.

The CSG team consists of 5 employees based in the UK and

Germany with an operational office in Germany. CSG also has 25 agents, and about 600 customers.

CSG is also working as an importer for premium products. In that case CSG buys the products overseas and sells them directly to their own customers. They have a number of partnerships with major players in the following markets:

- DIY + household — listed at the most of the top 10 in this market

(distributors, reseller, chains and franchise companies).

- Pet — contracts with most of the top 10 in this market.
- OTC — contacts and contracts with the major distributors in the pharmaceutical market and the top 5 in the drugstore market.

CSG only sells products as an importer if they are able to get the exclusive rights for a dedicated timeframe.

## Deco Marketing Consultancy—Hungary

Deco was one of the first self-employed professional pharmaceutical consultants in Hungary and works with national and multinational pharmaceutical companies.

Services are in the following areas:

- Registration Management for OTC and prescription drug companies, including ongoing contact with the Hungarian registration authority.
- Sales and marketing

management for helping companies restructure their sales network.

- Contract manufacturing management
- License-in and -out
- Export & Import Management
- Product acquisition
- Strategic planning

To help develop the company's consultancy work Deco has founded PharmaMarketing Magazine. The magazine

covers pharmaceutical research institutes and top pharmaceutical manufacturers like Egis, Richter, Chinoin, Janssen-Cilag, Solvay, Aventis and Merck.

Deco was instrumental in establishing the Central European Pharma Licensing Group (PLG) in April 2003, working with Mr. Eric Gilles, one of the key executives of the European PLG.



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## Eric P. Gilles Conseil—France

Gilles Consulting specializes in business development, strategy, and partnering, in the pharmaceutical, biotech, and medical device fields. Eric Gilles has over 25 years experience as a senior executive in the pharmaceutical industry, extensive deal-making expertise. In addition, he is head of the Pharma

Licensing Club France (PLCF).

As Co-Director General of the French pharmaceutical company, Guerbet S.A., Mr. Gilles was responsible for developing their core position in contrast agents through co-development, license, and acquisition arrangements.

In addition, he was

President of Guerbet Biomedical, a manufacturer of interventional cardiology and radiology devices, and significantly enhanced their market position through alliances with other companies. GSI consultants developed a close relationship with Eric Gilles, from working with Guerbet for well over a decade.

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## Health Management Information AB—Sweden

HMI AB is an independent Scandinavian consulting company serving companies in the Health and Medical Care market with an emphasis on products in the wound management area, and products used in conjunction with wound care.

HMI AB provides a broad overall coverage in the wound management

area and serves as a support and partner to companies in this field. HMI provides the following services:

- Customized or general market analysis, primarily in Europe and Japan
- Business Intelligence including competitors, products, opinion leaders, conferences,

advertising, etc.

- Reimbursement issues for individual products
- Distribution Evaluation and Suggestions
- Development of Marketing Plans including introduction or re-launch, marketing activities, pricing, etc.
- Future Trends Forecasting of products and markets.



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## M.C. Gouy Consulting—Austria

M.C. Gouy Consulting is a European consulting firm focused on the Life Sciences. The firm also offers management consulting services to the pharmaceutical industry, the medical equipment industry, the biological and biotechnology industry as well as numerous other industries related to life sciences

M.C. Gouy Consulting's services include:

- General Management including coaching and general consulting
- Marketing & Sales training, analysis, and evaluation
- Market Research and Competitor Analysis
- Partnering
- Process Improvement

- Product Development including
- Reorganizations
- Strategic Planning

M.C. Gouy has been engaged by many leading pharmaceutical companies including Bayer, Ciba-Geigy, Jenapharm, and Novartis, as well as a number of other companies and public organizations.



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## Morrison Miller Associates—UK

Morrison Miller Associates is an international marketing consultancy employing native speaking consultants. They work with US, British, French, German clients in the biotechnology, medical and IT sectors to assist them to implement direct (presales) or channel sales strategies. MMA enables its clients to sell into new European markets quickly and effectively by providing clients with actionable intelligence, and profitable relationships with key

partners and customers.

Services include:

- Marketview - 360° market assessment (customers, competitors, legislation)
- Partner Search - Selection of the best commercial partners e.g. distributors, joint venture partners or acquisition targets
- Lead Generation - Qualification of key prospects and facilitation of sales meetings
- Export Module - Provision of ongoing marketing & commercial support

MMA has practical experience in a broad range of business sectors.

Recent assignments:

- Research into e and m-payment methods across Europe for an innovative photographic software company
- Helping a French regional development agency to attract inward investment from UK companies
- Researching various European markets for a UK manufacturer of dermatology diagnostic equipment.



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## Neo Era—Russia

Neo Era Consulting Group (NECG) is a new consultancy with 5 employees, located in Moscow.

Neo Era specializes in marketing consulting (strategic marketing, market research, brand management, marketing department organization, distribution in Russia and

CIS, licensing, and certification of products) and in management consulting (ISO 9000, creation of a corporate management system).

Their main clients are pharmaceutical and chemical companies located in Russia. NE CG has carried out projects for pharmaceutical

distribution and paint/varnish distribution and has investigated the drinking water market. They have also implemented the QMS ISO 9001 standard in several enterprises.

They plan to open locations in Siberia, Ural and Southern regions of Russia.

## Ramtra—Greece

RAMTRA Inc. is a financial planning and business development consulting company. The concept behind its inception was the provision of Total Wealth Management solutions for the individual or the corporate client, and in addition, a business development unit, so as to capitalize on opportunities and business ideas that could be utilized as investment vehicles for their clients.

A current assignment

is providing consulting services to both government and private sectors in the field of DNA profiling. This includes the set up and operation of DNA databases and forensic laboratories for military, criminal, or high risk personnel. In addition they are in discussions with several countries from the Gulf area as well as the African continent, so as to help them set up and operate molecular diagnostic facilities as

well as research facilities for diseases that are region specific.

They are now at the last stage of establishing the first private molecular diagnostics and DNA profiling company in Greece through a private placement involving well established businessmen from the pharmaceutical and medical industries in Greece.



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## Team2Market—Italy / Belgium

Team2Market is a team of hands-on senior executives with international experience based in Rome, Italy and Brussels, Belgium. They focus on helping client companies improve their performance, develop their business, and enter new markets.

The three founding partners, Todd Dockum, Bruno Goffin, and Giuseppe Uslenghi were working together for three

years, and in 2002, the partners established a formal alliance under the Team2Market brand. During the past year, the balance of the team's work has been focused in Italy.

Out of about 15 contracts they have delivered during the last year, 50% have been with Italian clients and the other 50% for international companies. These international clients are

based in the UK, Belgium, and the USA, and the projects are mostly focused on their Italian operations.

Services include:

- Market Analysis
- Business Planning
- Performance Improvement
- Alliances and new company creation
- Investment funding
- Implementation support

**Team2Market**  
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Global Strategy, the founding member of the Global Consulting Network, is a consulting firm specializing in International Business Development, with emphasis on the formulation and implementation of corporate partnering strategies.

We provide a comprehensive range of business development solutions to address the strategic and operational issues that corporations face today. These services include market research, product and technology assessment, export planning and logistics, licensing, joint venture partnering, mergers and acquisitions, distribution and marketing partner searches, and more.

The company was established by professionals with over twenty years experience in industry, international business and corporate development. By utilizing an innovative "technology and market synergy" approach to business development, we produce value-added results for our clients in the Chemical, Health Care, Industrial Product, and Nanotechnology fields.

Our collective experience in business development and market research spans many industries and geographic areas. Global Strategy's clients range from small, rapidly-growing organizations to well-established multinational corporations.

## Meet Global Strategy's Key Personnel

### **David A. Warar, President:**

Dave has a scientific background in the Life Sciences, particularly in the pharmaceutical, diagnostic, medical device, OTC health, and dietary supplement fields. He has solid international business development experience of over 20 years, with a successful history of deal-making.

Combining his technical background with an MBA in Finance & Marketing, and extensive travel throughout Europe and Asia, led Dave to establish Global Strategy in 2001.

### **Mark L. Tomkins, Vice President:**

Mark has an extensive background in broad range of technology fields including IT, computer hardware, telephony products, consumer products, automotive components, electrical components, and industrial products.

He has a broad international business background, with over 10 years of experience, and a successful history of deal-making. Mark has traveled extensively, especially to EU countries, and is fluent in German.

### **Yoshiyuki Shigeno, Director, Asia / Pacific:**

Yoshi, residing in Tokyo, Japan, has over 25 years of broad industry experience in logistics, new product launches, product procurement, marketing and distribution, and finance, particularly in the Life Sciences and certain Industrial markets.

With a diversified educational and industry background, and Japanese and English language skills, Yoshi is well-suited to lead project assignments and facilitate communications with Asian companies.

