



Global Consulting Network News

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Global Consulting Network (GCN)

The GCN was established in 2003 by Global Strategy, Inc., a boutique business development consulting firm, based near Chicago, IL USA. It is an international group of business development and market intelligence consulting firms providing integrated consulting solutions to clients in developed and emerging markets.

The sectors covered by GCN members include: Advanced Materials, Aerospace, Automotive, Chemical, Consumer Goods, Electronics, Energy, Environmental/Geosciences, Financial

Services, Food & Beverage, Healthcare, Industrial Products, Information Technology, Life Science, Transportation and Logistics

Beginning with this issue, the GCN newsletter will be published quarterly, as there has been tremendous growth in the membership in recent months. We are pleased to profile ten new members, from Canada, Europe, Australia and India, and to include detailed profiles of five GCN members, herein.

To enhance the utility of the newsletter, we would like to

include original articles and updates from members for future issues.

The GCN continues to seek additional members in new geographic markets and in new industry sectors.

A major effort is underway to increase interaction among GCN members, to make each other aware of company and assignment updates and other items of interest.

We continue to work on improvements to the GCN and value your suggestions.



Hewick Research Inc. - Canada

Hewick's mission is to add value to early stage technology ventures by bringing experienced senior management teams, risk capital and specialized space to the innovation challenge. It's vision is to be a global source of effective practice in technology commercialization

Hewick Research Inc. is a technology commercialization company consisting of five divisions that include technology incubation, risk capital, sales enhancement, specialized commercialization space and organizational

culture building. These divisions are represented by the following affiliated companies: *Canadian Business Incubators*; *First Line Capital*; *RevGen Partners*, *The Gateway Centers* and *POWERGROUP Resources* respectively.

Canadian Business Incubators assists global economic development agencies, regions and academe in the understanding, development, and management of business

incubators and technology parks.

The Gateway Center's supplies specialty commercialization space to early stage technology companies such that it creates an environment for growth based on networking to financial and professional services, knowledge workers and global best practices.

Hewick Research has a European office in Moldova as well as offices in Bolivia and Malaysia.



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Center of Business Projects - Ukraine

Established in 1999 and based in Kiev, the Center of Business Projects is a Ukrainian consulting firm offering a comprehensive portfolio of B2B services designed to meet the needs of today's international businesses.

CBP is dedicated to assisting small, medium sized and multi-national companies realize profitable growth through specific Ukrainian strategies: whether a question of market research, partner

search, acquisition and due diligence assistance or development of a local physical representation.

Our in-house teams of expert consultants, drawn from law enforcement and intelligence agencies, IT, banking and finance, audit professionals and research analysts have helped build our reputation for delivering a high quality service that is discreet, thorough and extremely successful.

We are committed to

achieving the objectives of our clients by finding solutions to their problems in a professional, cost-effective and efficient manner. We believe in an imaginative and energetic approach to the practice of research, placing particular influence on personal service, speed of response, value, accessibility and the highest standards of professional excellence. CBP looks forward to relationships with all GCN Members.



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MC Xtend - Italy

MC Xtend is a thriving Italian consulting firm based on a team of highly motivated, professional consultants with significant international marketing and sales experience. It also operates with a consolidated network of associated Italian and foreign companies to cover specific areas. The company is headquartered near Milan and Malpensa International Airport, in the North of Italy.

MC Xtend was founded by Myriam Callegarin in 2002, and since then has

been successfully supporting companies all over the world to engage in business with Italian companies, relating to innovative technologies in areas such as IT and Telecommunications, Electricity, Gas, Transportation, Microelectronics, Consumer goods, HVAC, Agriculture, Construction, and others. MC Xtend also assists Italian companies that want to export their products to other European countries and overseas.

MC Xtend offers a full

range of market entry services, including the evaluation of market potential for specific products and technologies, identification and selection of prospects, assistance during meetings and negotiations, organization of conferences as well as exhibits at trade events, and adaptation of marketing communications to the local market and culture. Experience and key support is also offered with Mergers & Acquisitions, as well as in the creation of Joint Ventures.



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East Partners - Estonia

East Partners, headquartered in Tallinn, Estonia combines first hand experience managing businesses in Eastern Europe with deep insight into Western European business strategies and practices. We support companies across Eastern Europe through delivering consulting services, supporting mergers and acquisitions, and by identifying and managing investment projects in property investments and new ventures.

We established East Partners to carry out one single mission: to help Western investors and companies to succeed in Eastern Europe. In order to succeed in this mission we have built a company which combines strong local presence and know-how of Eastern Europe with deep know-how of the needs of our Western clients; both investors and executives of companies.

East Partners aims to be the leading corporate and

investment advisory firm in Eastern Europe serving companies and investors all over the world planning an entry to East Europe. The key competitive factors supporting our success are: Long term commitment to support the client's successful market entry. We have a wide service portfolio: from market entry consulting to M&A and investment advisory. We have the ability to support business and investments in multiple countries of East Europe.



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IBS Research & Consultancy - Turkey

IBS is a leading supplier of high-quality commercial information to international businesses carrying out direct investment in Turkey. It is also active in the countries of the Black Sea, Caucasus and Central Asia.

IBS specialises in assisting market entrants appraise and quantify the opportunities in the fast-growing markets in its region. IBS has been particularly active supporting companies bidding in the

privatisation auctions held by the Turkish Government. It also assists companies involved in mergers and acquisitions, working in this area with a wide range of investment banks and law firms.

40% of its income comes from energy consultancy, with IBS specialising on natural gas and power market issues and modelling.

In its 22 years of experience, IBS has carried out over 1,400 projects, working in 12 countries and all economically significant sectors. It serves investors, international institutions and the public sector. It is trusted for independence, quality and discretion, and over 50% of its work is repeat business for previous clients.



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MARKETiN Market Intelligence - Slovakia

Market intelligence is the key factor of survival and success on today's rapidly changing markets. Business owners, top executives, corporate managers, and other strategy professionals are ever more faced with new business challenges. And those are the moments when we come in with our services.

It is the mission of the company MARKETiN to improve strategic decision making when companies are faced with specific business challenges by providing

information and knowledge from their business environment. Our studies provide insight, often clarifying the most important questions confronting top executives and managers.

MARKETiN is a leading consulting agency providing competitive intelligence, strategic research and analyses, benchmarking and other custom market research services for companies doing or intending to do business in the Slovak Republic. Other business services include CI

outsourcing, workshops and trainings. Companies involved in international trade can also choose from our special offer of services, including business partner screening, evaluating & contacting, brokerage, translation and interpreting services.

In Slovakia, we are the only agency of its kind providing a broad range of intelligence, research and analytical services for both leading Slovak and foreign companies.



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PerformME - France

Our concrete and practical approach was conceived by leaders of SME to correspond to the requirements of each leader and the specific needs of the SME.

Our Sales managers, and Directors of Finance, Marketing, and Human Resources respond quickly and concentrate efforts on the most effective and most profitable solutions for the client. Their expertise and their knowledge ensure that operational leadership in SME is utilized throughout the process.

That it is through one operational audit, a mission of expertise in *share time*, through an accompaniment of the leader or any other formula to measure, our vocation is to give the means to each SME of becoming even more powerful.

PerformME adapts its consulting and its approach according to the needs and the means of each SME.

Our operational experts in finance, commerce, marketing, human resources and strategic accompaniment are university graduates and have 15+ years of experience in their trade.

They were selected for their concrete and practical approach specific to SMEs. They conceive and carry out simple, effective and profitable actions. They accompany and guide your collaborators to the highest performance.

Our Financial, Commercial, Marketing and Human Resource Directors help you to alleviate the multiplicity of your obligations and allow you to better concentrate on your priorities.



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Intelli-India Ltd. - India

Former manager of sales intelligence for Tata Consultancy Services (TCS), Mr.Desu has extensive experience in the service industry. Instrumental in institutionalizing the sales intelligence process in TCS America, he contributed to the deployment of CRM in TCS America. Mr.Desu has also worked with a Top10 Fortune company in the USA.

Mr.Desu worked in the systems engineering and cybernetics center of TCS, where he picked the strands of systems thinking which is well integrated into the current Intelli-india methodology.

Intelli-India represents Comintell, a market leader in Europe and the world's second largest CI Software vendor in India. Mr.Desu represents Ben Gilad, the world's foremost competitive intelligence expert in India.

Intelli-India caters to the intelligence needs of G2000 corporations across the globe. Intelli India conducts regular competitive intelligence seminars for leading IT companies in India and advises manufacturing companies on tapping global markets.

At Intelli-India, our main goal is to help companies optimize sales performance.

Sales & marketing strategy, sales efficiency modeling and training are equally important to overall success.

Our partner program is designed to provide our customers with the best possible total solution. Intelli-India provides end to end intelligence solutions across the globe along with its alliance partners.



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Commercial Eyes Pty. Ltd. - Australia

Commercial Eyes is a commercialization and business enhancement organization focused on assisting clients achieve the full potential of their products and services.

Established in 2001, we have grown rapidly to become one of Australia's leading healthcare commercialization organizations with more than 20 consultants across offices in Melbourne, Sydney and Canberra.

Fundamental to our growth and success has been recruiting highly regarded, experienced and knowledgeable industry professionals who each possess the desire to exceed our client's expectations.

Our commercialization experience is extensive, enhanced by working with more than 150 clients including internationally recognized top 10 pharmaceutical and medical device companies, well known mid sized firms, emerging local

subsidiaries of multinationals and domestic organizations.

We have recently celebrated our 5th year in business and to mark this achievement launched a new corporate look. Our new corporate identity emphasizes our desire to build long term partnerships with our clients and assist them in achieving their full potential.



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Pristine Ventures Pvt. Ltd. - India

The Pristine team is led by Rajeev Kapoor, Chartered Accountant with experience of over twenty years having successfully completed assignments of Business strategy including management advisory, India entry, Joint ventures, tie-ups and Business Studies.

His expertise and professional advice is actively sought by Business leaders and CEOs for key business divisions including management systems, growth

strategies, alliances etc.

Market Entry Practice team at Pristine is led by Sanjeev Malhotra, Technology engineer and MBA, with more than eight years of experience in cross border business tie-ups.

He has structured and successfully concluded tie-ups for clients from a wide spectrum of industries (textiles, engineering, IT, Education, retail, travel, entertainment etc.). Mr. Malhotra has also worked

together on number of consultancy organizations in Europe, starting with ICNA in Mulhouse, France to Fargate in Zurich, Switzerland to Advance Consulting AS in Grimstaad, Norway to Sigmatis in Basel, Switzerland.



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Global Strategy, Inc. - USA

Global Strategy, the founding member of the Global Consulting Network, is a boutique consulting firm specializing in International Business Development, creating value for clients through market analysis and partnering strategy formulation and implementation.

We provide a comprehensive range of business development solutions to address organizational strategic and operational issues.

These services include new product & technology searches, licensing, M&A consulting, partner searches, market research, product and technology assessment, competitive intelligence, and international trade consulting.

By utilizing an innovative "technology and market synergy" approach to business development, we produce value-added results for

our clients in the Advanced Material, Energy & Engineering, Industrial Product, Life Science & Healthcare, Nanotechnology, and Specialty Chemical fields.

Global Strategy's clients include emerging companies, multinationals, research organizations, and government agencies.

**g l o b a l
strategy, inc.**

International Business Development

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GCN Member Companies

Africa & Middle East

IBIS - South Africa
IsraelWise - Israel

Americas

Global Strategy - USA
Hewick Research - Canada
InfoAmericas - USA, Brazil, Mexico
LGA Consulting - Mexico
SurveyResource Group - USA

Asia / Pacific

Commercial Eyes Pty. Ltd. - Australia
China Healthcare Consulting - China
Eurotechnology Japan - Japan
Fusion Consulting - Hong Kong, SG
Intelli India - India
Nahak Overseas - India
Pristine Ventures Pvt. Ltd. - India

Europe

BiDCON - Germany
BMAC - Russia

BZB - The Netherlands
Center for Business Projects - Ukraine
Communicate! Management - Germany
Consulton - Poland
Deco Marketing Consultancy - Hungary
East Partners - Estonia
EKT Group - Lithuania
Eric P. Gilles Conseil - France
FRD Center - Romania
Health Management Info - Sweden
IBS Research & Consultancy - Turkey
Infoline - Spain
InterPharmaLink - Switzerland
MARKETiN Market Intelligence - Slovakia
MC Xtend - Italy
Morrison Miller Associates - UK
Nitra AS - Norway
PerforME - France
PMR Consulting - Poland
Proactive Strategic Intelligence - Greece
Team2Market - Italy, Belgium



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IBS specializes in assisting market entrants appraise and quantify the opportunities in the fast-growing markets in its region. Its key experience is in Turkey, where it carries out market consultancy and competitor analysis. It has been particularly active supporting companies bidding in the privatisation auctions held by the Turkish Government. It also assists companies involved in mergers and acquisitions, working in this area with a wide range of investment banks and law firms.

40% of its income comes from energy consultancy, with IBS specialising on natural gas and power market issues. It has a unique supply/demand and price forecasting models covering the Turkish power generation and natural gas for industrial, residential and power usage.

IBS has 22 years experience of studying best business practices in Turkey and Central Asia. It has carried out over 1,400 projects, working in 12 countries and all economically significant sectors. It serves investors, international institutions and the public sector. It is trusted for independence, quality and discretion, and over 50% of its work is repeat business for previous clients, an indication of the high esteem in which it is held.

IBS's business consultancy covers the following areas

- Market analysis & entry strategy
- Business plans & feasibility studies
- Distribution analysis & strategy
- Partner identification & competition analysis
Partnership issues

IBS also carries out:

- EU & public sector consultancy, with it having carried out over a dozen projects funded by the European Commission
- Environmental Due Diligence for potential investors. It is the Turkish representative of the CAT Alliance, one of Europe's largest suppliers of environmental due diligence services.

IBS has worked in all commercially significant sectors, including:

- Agriculture, agroindustry & packaging
- Automobiles and automotive components
- Construction and construction materials
- Distribution & retailing
- Energy and fuels
- Food processing
- Industry
- Information technology
- Machinery and metal working
- Mining
- Packaging
- Real estate & tourism
- Telecommunications
- Textiles

IBS's Managing Director, David Tonge, is Senior Adviser and Representative for Turkey for the London and Oxford Group, a London-based investment bank (www.londonandoxford.com)

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MARKETiN is a strategy and marketing consultancy providing customized market research, industry sector analysis, competitive intelligence as well as a 'one-stop-shop' assistance for companies intending to do business in Slovakia and/or other Central & Eastern European (CEE) countries.

CLIENT NEEDS WE SOLVE

We facilitate our client's decision-making by helping them to:

- understand strategic opportunities and prepare for future threats
- get to know foreign markets and choose proper entry strategies
- analyze industry sectors and anticipate future trends and scenarios
- identify customer needs and factors of their satisfaction and loyalty
- gather competitive intelligence and reveal competitors' strategies
- recognize the best practices in management, sales and marketing
- assess and improve effectiveness of your sales and marketing

OUR SOLUTIONS

We provide solutions in the following 4 lines of business:

Market research and intelligence

We conduct tailor-made strategic and marketing research in Slovak and/or CEE B2B and B2C markets as well as customized competitive intelligence. Our studies provide clients with an insight into:

- Markets and industries
- Customers
- Competitors
- Business partners
- Corporate marketing.

Strategy and marketing consulting

When providing strategy and marketing consulting, we utilize our intelligence and research skills. We support our clients in the following areas:

- Strategic planning and decision-making
- Marketing planning and decision-making
- Benchmarking and best practice
- Competitive intelligence.

Market Entry Assistance

Companies/entrepreneurs entering or intending to enter Slovakia or other CEE countries can also take advantage of our one-stop-shop services, such as:

- Export support: (business partner search, match-making, meeting arrangements, **translations**)
- Investment support (company incorporation, business location search and other start-up full-service arrangements).

Trainings and speaker services

In connection to our expertise in strategic management and marketing, we deliver:

- Public seminars and in-house trainings
- Presentations in conferences/seminars.

CORE COMPETENCES

Our expertise lies especially in B2B market research and competitive intelligence. Though we assist clients from various industries, we have a higher degree of experience in the following industries:

- Transport & Logistics
- Healthcare & Pharmaceuticals
- Electrical Engineering
- Mechanical Engineering
- Healthcare & Pharmaceuticals
- Petrochemicals
- Automotive
- Information and Communication Technologies
- Real Estate.
-

We design custom studies based on our client's unique objectives. Studies often involve the collection of primary and secondary data that we then analyze and make synthesis. Clients especially appreciate the possibility to know opinions of knowledgeable persons from their business environment while maintaining their anonymity. Thus obtaining a valuable information resource that would not otherwise be available.

Besides having a strong knowledge of the Slovak market, we are also able to conduct multi-national research projects covering other CEE countries through the network our local experts and partners.

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East Partners is a consulting and investment services company which aims to help Western companies and investors succeed in Eastern Europe. Our Business Areas are:

- ✦ Consulting
- ✦ Mergers and Acquisitions
- ✦ Ventures

Investment projects

East Partners' consulting practice combines deep insight into Western European business strategies and practice with practical know-how of Eastern Europe. Our consulting team has 7-10 year experience from business and strategy consulting assignments from various industries.

Our country partners, who are supported by local, full-time analyst teams, have been directors in Western multinationals in their respective countries. Their contact network and practical experience from developing business locally enables us to identify opportunities and approach the key persons in each country.

Key element of our consulting projects are strategy workshops with the client's management team where the project findings are jointly developed into implementable Eastern Europe strategies.

We see that strategy work in high-growth, volatile markets requires a different approach from what Western companies management is typically used to. By comparing market potential, competitive environment and ease of entry, the priority of the countries can be determined. East Partners country teams and contacts enable us to conduct projects across Eastern Europe, and prioritize between markets ranging from Estonia to Kazakhstan.

Once the focus countries have been selected the, East Partners can support by detailed analysis of the market opportunity in the selected countries. Market opportunity analysis covers, for example, the following areas:

- ✦ Competitive environment and main players
- ✦ Regional target segment analyses
- ✦ Needed role in the value chain
- ✦ Location analysis for production or distribution
- ✦ Available partners

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After the market analysis phase a clear entry plan is needed. The market entry strategy phase consists for example of the following tasks:

- ✦ Contacting potential partners
- ✦ Creating a schedule for market entry
- ✦ Estimating entry costs
- ✦ Creating a business plan for the market entry

Arranging meetings with potential partners, acquisition targets and e.g. government officials East Partners frequently helps companies also in the practical market entry by supporting in sales office set-up, in establishing joint-ventures or facilitating acquisition processes.

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“Successful New Venture Commercialization”

Mission:

HRI's mission is to add significant value to early stage businesses by bringing experienced senior management expertise, risk capital and professional services to successfully commercialize new ventures.

The HRI Fraternity:

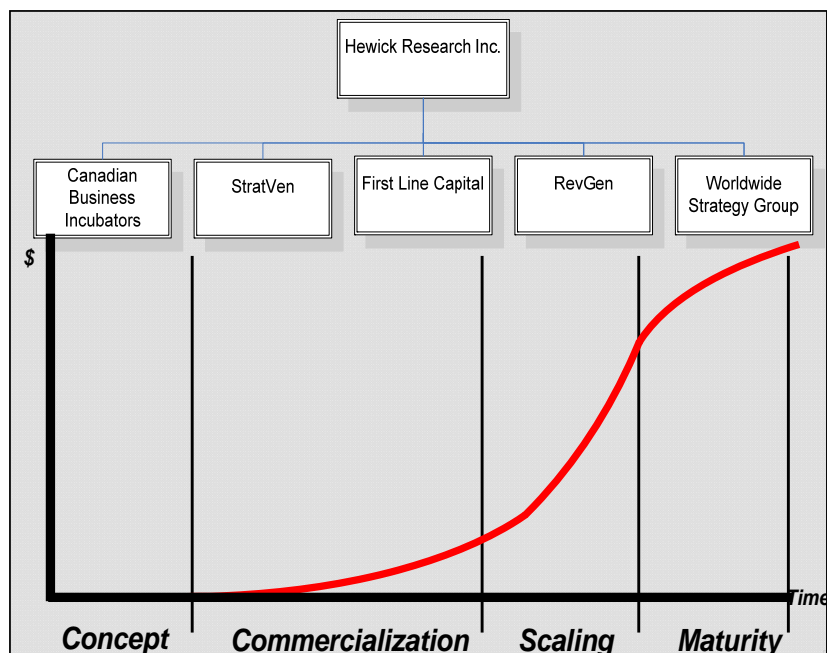
The **HRI fraternity** provides valuable services for every stage of company evolution:

- Developing a sound commercialization strategy through CB Incubators and StratVen
- Financing through First Line Capital
- Ramping sales through RevGen
- Building international partnerships through the Worldwide Strategy Group

The HRI Team:

The HRI team is made up of seasoned entrepreneurs and executives with a proven track record of successful new venture start-up, growth and exit. The team's experience in strategy, marketing and sales, legal, finance and operations can also augment the start-up's management team as required.

The team is lead by 5 senior partners: Laurence Hewick, Ph.D.; Sean Licata, MBA; Paul Lupinacci, P.Eng, MBA; Moe Hanley, CA, MBA and John Vujicic, LL.B.

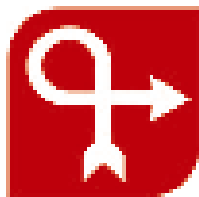


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Pristine Ventures is a strategy consulting firm providing **Business Strategy** and **Market Entry** consulting services to its clients in India and abroad. The services offered are carefully tailored - blending hard-core professionalism with dedicated client orientation. The value based services provided to clients are highly personalized, swiftly effected and, more often than not, are designed to suit specific business needs and are simple to implement. Maintaining a service at this level requires a close working relationship between the client and the company, a quality Pristine consistently assures.

Pristine clients get the advantage of broad range of experience gained by serving Multinationals, Foreign & Indian businesses in the field of Hospitality, Real Estate, Media, Information Technology, Education, Defence, Electronics & Electricals, Healthcare, Manufacturing & Trading, Consulting and NGOs.

Pristine is member of Confederation of Indian Industry (CII), Consultancy Development Center (CDC), and TIE. Pristine maintains active association with overseas consulting companies especially in Europe and has a joint venture in India with Advance Consulting, Norway for assisting Scandinavian clients for their India Entry needs and for Indian clients interested in doing business in Scandinavian region.

Pristine offers services to clients in two areas: the market entry practice and business strategy:

Market Entry: The success and growth of businesses is actively associated with the structure, speed and clarity with which entry strategy is drawn. Pristine, with its vast and varied experience, offers from start to finish total solution from business perspectives to clients for market entry. Pristine helps clients to realize their business objectives in India by providing right expertise. Due to our exposure & experience of providing assistance to many enterprises, we are in a position to offer practical solutions keeping in view the needs of the client and peculiarities of the Indian System.

Business Strategy: Pristine follows lateral thinking approach to strategy issues businesses face today and, with its vast and varied experience, offers strategy solutions to its clients that create sustained competitive advantage and build value. The business strategy advice Pristine offers is simple to understand and easy to implement and assures total clarity and focus to clients to shape their outlook and direction. Business Strategy services include: Pristine 360°, CEO Strategic Advisory, and Business Positioning. Following are some case histories highlighting Pristine's business development capabilities.

Case Histories

1. Market Entry services for a Canadian Language School

A Leading Canadian Language training school wanted to enter into Indian market and to form JV with local partner to provide high end training in English language targeted at BPOs sector. Pristine has undertaken market study, legal & financial study and corporate social responsibility study for the client. Also assisted in search for a local JV Partner and developing financial plan for the Indian Venture.

2. Technology & Licensing tie up with a leading Italian helmet manufacturer

Relationship started with exploring a distribution arrangement for an Indian client was matured successfully into a technology & licensing arrangement. The relationship was further extended into outsourcing of products by Italian company from the Indian company.

3. Joint Venture with a leading French Switchgear Company

Indian client started with a 26% Joint Venture with the French multinational. Pristine assisted in managing the relationship which led to enhancement of stake to 49% and formation of two more JVs with the same company in different businesses.

4. Market Study for a Japanese Export Promotion Body

A well known Japanese university wanted to gauge the potentiality of its course offerings for Indian Students. The study was undertaken covering up-market schools and colleges and the possibility of tie up with leading Indian institutions was explored. It was found that although students liked the offerings of the university but were more keen to pursue their higher studies in USA & UK than Japan.

WE have also explored the possibility of tie up and provided with possible institutions willing to tie up with the Japanese university.

5. Acquisition of a Legal Process Outsourcing (LPO) Co by a US Client

Complete transaction structure from business, legal, taxation perspective is being undertaken by Pristine on turnkey basis

6. Marketing Alliance for a South African Tour Operator

Tied up with GSA in Delhi and Mumbai for Sales and Relationship management for a leading South African Tour Operator.