



Global Network News

www.globalconsultingnetwork.com

Volume 2, Issue 1

July 15, 2005

In This Issue

Profiles of 6 new Global Consulting Network Members:

Africa

- **IBIS**

Americas

- **SurveyResource
Group**

Europe

- **Communicate!
Management**
- **InfoLine**
- **InterPharmaLink**
- **Proactive Strategic
Consulting**

Updates on existing GCN Members:

- **InfoAmericas**
- **CSG Europe**

Fall 2005 GCN Networking Meeting!

New Research & Reports Section on GCN web site

Global Consulting Network (GCN)

Summer is here, and with it comes the 2nd issue of the Global Network News. Along with the relocation of Global Strategy's office in Feb '05 and increase in our staff, we have also been busy working on the expansion of the GCN. In this issue we are pleased to profile six new GCN Members, including our first member from a new region—IBIS, based in Pretoria, South Africa.

Referrals of new members that can add value to the GCN are always welcome. There are several areas that are of

particular interest, including the Scandinavian countries, and France—particularly firms that are not specialized in the life sciences, Canada (Quebec), Korea, and Hong Kong.

Updates on activities of two longer-term members are included in this issue, and we would welcome additional articles and updates from all members, for future GCN issues.

One of our primary goals is to increase the level of communication and information exchange between GCN Members. To that end, we would like to set in motion plans for a

GCN Meeting for Fall 2005. We would appreciate your input on many of the issues of hosting the meeting. Further details are inside.

Another effort to increase communication among GCN members is to establish an email list to exchange ideas among members. Our first full-scale test is the distribution of this newsletter. More details on the email list are in the email all members received with this issue.

We continue to work on improving the GCN and greatly appreciate your input on ways to continue these efforts.





Mike Kühn
Managing Director
Studio 3 House
The Village
309 Glenwood Road
Pretoria
South Africa
Tel: +27 12 365 3840/1
Fax: +27 12 365 3842
mk@ibis.co.za

IBIS—South Africa

IBIS, is a competitive intelligence consulting company that was established in 1997 and is based in Pretoria, South Africa. In addition to the implementation of competitive intelligence for its client companies, they also perform market, industry, product, and competitor analyses.

Longer term assignments for tracking and reporting on new

developments are also undertaken.

IBIS is also highly involved in research into competitive intelligence as a discipline and has published articles in many locally and internationally accredited journals. One international research project that they are now participating in includes partnering with the University of Antwerp on a project on competitive

intelligence practices.

They also offer many competitive intelligence training courses that are presented in South African Universities.

IBIS clients include blue chip companies and others within a wide range of industries.

IBIS currently has a team of 5 people. The Managing Director and co-founder of the firm is Mike Kühn.

SURVEYRESOURCE®Group

Joanne Sullivan
President
1450 E. American Lane
Suite 1400
Schaumburg, IL 60173
USA
Tel: 847 277 9270
Fax: 847 277 9275
info@surveyresource.com

SurveyResource Group—USA

SurveyResource Group is a full-service marketing research and consulting company that assists companies seeking new business opportunities or expanding an existing business in the U.S.

They provide an integrated spectrum of research methodologies, ranging from secondary research for quick facts

and figures, to in-depth qualitative and large-scale quantitative market research. They also assist companies with marketing communications and integrated marketing programs to build awareness and interest among the target audience.

Their team of research professionals have a wide range of expertise,

including years of sales, marketing, technical, industry, executive, strategic planning, advertising, and human resources experience.

SurveyResource Group provides services to many sectors including consumer, industrial, healthcare, technology, telecommunications, financial, associations, M&A, and start-ups.

COMMUNICATE!

INTERNATIONAL BUSINESS DEVELOPMENT

Miguel Martin Calle
CEO
Erlengrund 3
D-25462 Rellingen
Germany
Tel: +49 4101 553424
Fax: +49 4101 553425
mim@communicateone.de

Communicate! Management—Germany

Communicate! Management GmbH was founded 1994 with one important strategic objective in mind: to excel in designing, executing and delivering high level services for the Information and Communication Technology sector (ICT).

They help ICT companies achieve their growth objectives in their domestic markets and

through international expansion. Primary services include merger and acquisition programs, restructuring and consolidation, governance and board services, and business development services.

With 9 employees in two offices in Germany, and one office in Italy, they primarily focus on servicing companies in German-speaking

Europe—Germany, Switzerland, and Austria.

Their key personnel have over 20 years of international management experience, particularly in founding and managing ICT companies.

They are interested in new assignments relating to cross-border acquisitions, business development, market research, and strategy assignments.

Infoline—Spain

Infoline was founded in 1990, and is an information broker and consulting company. Their area of expertise is mainly in business information.

As one of their activities, Infoline disseminates the annual reports of all companies quoted in the Spanish stock exchange, and also provides information about private companies.

Infoline is also heavily involved in Competitive Intelligence. They provide market reports, desk research, fieldwork, interviews, document delivery, database searches, press screens, and complex research projects.

Past assignments include gathering and production of the general information in the Spanish

Yellow Pages, and participation in a worldwide study of the penetration of the Internet and new technologies in SMEs.

Infoline has three offices in Spain— Madrid, Malaga, and headquarters in Alicante. They have ten full-time employees and employ part-time collaborators on special projects.



Eliana Benjumedá
Managing Director
Gabriel Miro 34
03130 Santa Pola
Alicante
Spain
Tel: +34 96 669 6060
Fax: +30 210 894 2666
info@infoline.es

InterPharmaLink-Switzerland

InterPharmaLink is a specialized provider of management consulting services to the healthcare industry. Their focus is on downstream functions, and their services fall under three categories including:

- Product Portfolio Optimization
 - Streamlining through divestment/licensing

- Complementing through acquisitions
- Business Development
 - Access to new products/businesses
 - Access to new geographical markets
 - Technology commercialization
- Supply Chain Optimization
 - Manufacturing
 - Acquisition/Divestment

of facilities.

InterPharmaLink was founded in 2002 and its management is comprised of people who have active management experience in the pharmaceutical industry. Their clients include pharmaceutical companies, biotech companies, and Contract Manufacturing Organizations (CMOs).



Raimund Eckel
CEO
St. Jakobs-Strasse 30
Ch-4052 Basel,
Switzerland
Tel: +41 61 205 29 90
Fax: +41 61 205 29 96
eckel@interpharmalink.com

Proactive Strategic Intelligence-Greece

Proactive Strategic Intelligence (PSI) is an international professional services company that is active in the areas of strategic business development, enterprise security solutions, enterprise value-added technology solutions and competitive intelligence services.

PSI has ten senior executives, 3 of which are partners of the company. All partners and senior

executives have over 15 years or experience in their areas of specialization. Currently, their network of advisors cover more than 20 countries in Central, Eastern Europe and the Middle East and employs over 40 associates.

Their main industries of experience fall into 6 major industry areas including telecommunications, information technology, electronics, mass

media, FMCG, and pharmaceuticals and healthcare.

Some past assignments include:

- Comparison of Eight EU Candidate Countries in the Mobile Telecommunication Sector
- Identification of Partners and Channel Development of OTC pharmaceutical products in Eastern Mediterranean countries.



Harry Stavrinides
Partner
4B Agriniou Str,
GR-104 46
Athens
Greece
Tel: +30 210 20 17 934
Fax: +30
stavrinides@psiworldwide.biz

GCN MEMBER MEETING

One of our primary goals is to increase the level of communication and information exchange between GCN members.

We believe this can be best accomplished through direct interaction between members, and thus we are organizing a GCN member meeting for Fall 2005, to work towards this goal.

By fostering member-to-member interaction, we strive to create a close-knit network which aims to share the skills and resources of all GCN Member Companies.

At the meeting, each member in attendance will have the opportunity to present its company, expertise, and capabilities, and talk about the challenges or successes along the way, so that we may get to

know one another on a more personal level.

Some of our goals for the first meeting include having as many members attend as possible, focusing on developing long-term cooperation between members, networking, sharing opportunities to benefit the clients of all members, establishing the direction for the future of the GCN, and allowing all the members to enjoy themselves in a professional, yet informal atmosphere.

We will soon be sending out an email requesting your response to a survey about the meeting. Your detailed comments are requested to provide us with a better idea of the dates and location that will be agreeable to all, so that the meeting will be more enjoyable for everyone.

We encourage you to tell us the topics you would like discussed, provide input on the agenda, length of the meeting, on whether you would like speakers from industry and/or local government, etc.

Given that most members are located in Europe, a European site would likely generate the greatest attendance. However, if a number of European members would prefer to relax in Asia, let us know! Trust us, you don't want to risk Chicago weather later in the fall, so we are ruling out that option right away.

Be creative! Your input will go a long way to making a member meeting a valuable contribution to the GCN and (we hope) your own business.

RESEARCH & REPORTS PAGE ADDED TO WEB SITE

Just added to the GCN web site is a new "Research & Reports" page. This will serve as an opportunity for member companies to publish executive summaries or abstracts of research reports that they have prepared.

Each report summary should provide valuable insight to the reader, while demonstrating the capabilities of the GCN Member that prepared the report.

Articles of interest to the business development and consulting industry could also be suitable. Topics such as competitive intelligence, benchmarking, knowledge management, partner-

ing strategies, and related topics would be relevant.

Thus far we have added reports in the following categories:

- Chemical & Polymers
- Electrical / Electronics
- Emerging Technologies
- Industrial
- Medical

We certainly welcome additional input as to other categories that should be covered. Given the breadth of GCN Membership, other categories could include telecommunications, software, pharmaceuticals, etc.

Please provide all submissions in PDF or MS WORD format. One of the objectives of publishing the articles and reports is to draw new traffic to the GCN web site from search engines that will index these files. Thus, simply providing a link to a GCN Member's web site is not as desirable. Of course, all reports should provide contact details and background information on the GCN Member providing the report.

If there is enough demand and response, there is a strong likelihood that this section will be expanded to multiple pages.

Quick Question:

How much member contact information do you want published on the GCN web site?

We are contemplating adding complete member contact information to the web site (address, phone, email, contact name). There are obvious advantages and disadvantages to this. Alternatively, we could publish a detailed membership directory which would either be available on the web site, or emailed only to members. Your feedback is appreciated!

INFOAMERICAS

MARKET INTELLIGENCE & STRATEGIC CONSULTING

InfoAmericas is one of the early members of the GCN and provides services covering most of Latin and Central America. The following is an overview of InfoAmericas, including a detailed description of their capabilities and interests in working with other GCN Members.

CORE COMPETENCIES

InfoAmericas provides market research and strategic consulting services to help managers make competitive marketing decisions about Latin and Central American and Hispanic markets.

- Multi-market Benchmarking
- Market Feasibility Analysis
- Market Strategy
- Partnering & Due Diligence
- Competitive Intelligence
- Customer Intelligence
- Brand-tracking & Customer Satisfaction

SPECIFIC MARKET/INDUSTRIAL EXPERTISE

- Financial Services
- Logistics & Transportation
- Telecom & IT
- Food & Beverage

EXAMPLES OF PAST CLIENT ASSIGNMENTS

- A comprehensive market analysis of the Latin American ERP software market for a global software vendor.
- A market feasibility study of the South American foreign exchange industry for a leading financial institution.
- A market assessment study and partner evaluation of the Brazilian fitness market for a premier fitness equipment manufacturer.
- A market research study and assessment of the Peruvian digital printer market for a major manufacturer of digital printers.

- A market feasibility study of the Mexican logistics market for a global logistics firm.
- Identified and concluded partnering arrangement for maker of health beverages in Argentina and Mexico.
- Identified and concluded an acquisition of a Mexican food manufacturer for a large food manufacturer.
- Prepared and delivered competitive intelligence profiles on major food processors in Latin America for major food manufacturer.

CURRENT CLIENT ASSIGNMENTS

- Competitive Intelligence and Partner Evaluation for a Leading Health Care provisions distributor
- Competitive Intelligence and Market Analysis for a Major Hardware Manufacturer
- Market Analysis and Market Strategy Formulation for a Global Logistics Enterprise

InfoAmericas is particularly interested in working with GCN Members on LatAm focused projects. They are most interested in strategic oriented research in support of strategic decisions surrounding market entry, market expansion, downsizing, etc. They are also interested in competitive intelligence projects. The industrial focus is on the transportation, logistics, and fast-moving consumer goods like packaged food/beverage, hardware, appliance, consumer electronics, cosmetics, and health and beauty products which are industries that they have the most expertise in.

InfoAmericas would like to learn more about how global clients buy competitive intelligence and what degree of analysis they normally require, and would like to be kept up to date on latest competitive intelligence analytical tools and approaches.

HEAD OFFICE IN MIAMI
2655 Le Jeune Road, suite 1105
Coral Gables FL 33134 USA
(Offices in Mexico, Brazil and regional affiliates)

Phone: (305) 569-9133
Fax: (305) 716-9253
general e-mail: solutions@infoamericas.com
CONTACT: John Price, President



CSG Europe was one of the early members of the Global Consulting Network. The founder, Mr. Volkhard Engelstaedter, had a very successful career in sales, working for major US multinational companies such as Hewlett Packard and Silicon Graphics in Germany and Europe. He founded CSG as a sales and business development consulting firm, focused on helping foreign companies penetrate European sales channels. These services include trade show support, business planning, market entry strategy development, and advising companies how to adapt their products and business practices to be successful in these markets.

A little over one year ago, CSG shifted from primarily advising and consulting with companies on entering European markets, to actually selecting and importing attractive consumer products for CSG to distribute in Germany and throughout Europe. The objective is to find innovative, high-quality products primarily from the USA, as well as selected other markets. This positioning has allowed CSG to rapidly secure supply agreements and shelf space with major retailers. Traditionally, securing such shelf space can be very difficult, requiring many years of effort, and often requiring payment of substantial listing or marketing fees to the retailers.

The first such product was an odor absorbing gel produced in the USA, which was completely new to the German market. Within a few months, CSG had secured an exclusive distribution contract and built up a strong sales channel which continues to expand at a rapid rate.

In the course of introducing the new products to the German market, CSG has developed new packaging designs and concepts and new displays suited to European merchandising styles. This was a key step, as many foreign companies trying to penetrate the European market often underestimate the importance of adapting their packaging and sales techniques to the new customers they are trying to reach.

Concurrent with these design efforts, CSG selected attractive market niches. One of the first was the pharmacy channel, where CSG built a network of independent sales reps to call on over 8000 independent German pharmacies. Another key niche is

the pet industry, where CSG rapidly established sales to many independent pet stores and catalogs, while also initiating discussions with large chains. Additionally, initial sales were developed through a number of internet shops and traditional catalogs, which are an important channel in Germany.

From there, CSG began targeting major retail partners in DIY and home improvement channels, hypermarkets, major drug store chains, department stores, and several other key customers. In addition to retail channels, CSG has managed to open up targeted B2B commercial channels to further expand the potential market for the new products.

As these channels were being developed, CSG leveraged the Global Consulting Network for the next phase of this new business model – finding new products – by calling on Global Strategy to identify and secure attractive new products from North American companies. In a very short time, Global Strategy introduced over a dozen new companies that met CSG's criteria, and which would be attractive to European consumers. These new products include patented bicycle and storage racks, unique home appliances, a patented line of magnifying mirrors, and several other innovative product lines, that are just now being introduced in Europe by CSG. The first substantial orders were achieved within three months of meeting with the new suppliers.

One important piece of the business strategy was establishing a US corporation to manage the distribution and export relationships with North American suppliers. Global Strategy assisted CSG in setting up the corporation, European Markets International, Inc., and will continue to support the operation.

The next step in the company's development, which is presently under way, is CSG's expansion into other European markets, particularly in France and the Benelux countries.

CSG would welcome the introduction of other innovative products from GCN Members. Please write Volkhard Engelstaedter, Managing Director, CSG Europe, (ve@csgeurope.de) directly regarding products that would be a good fit for any of the sales and distribution channels that CSG has developed.

Global Strategy, Inc.

Global Strategy, Inc.

1400 E Lake Cook Rd,
Suite 150
Buffalo Grove, IL 60089
USA

Tel: (847) 440-8150

Fax: (847) 841-4347

www.globalstrategy.biz

KEY CONTACTS:

Dave Warar—CEO

dave@globalstrategy.biz

Mark Tomkins —VP

mark@globalstrategy.biz

Fred Levitan —Sr. Mgr.

fred@globalstrategy.biz

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 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, Chemical, Industrial Product, Life Science, Nanotechnology, and Personal Care product fields. Global Strategy's clients range from small, rapidly-growing organizations to well-established multinational corporations.

GCN Member Companies

Africa

IBIS - South Africa

Americas

Global Strategy - USA

InfoAmericas - USA, Brazil, Mexico

SurveyResource Group - USA

Asia / Pacific

ANZA Consulting - Australia

China Healthcare Consulting - China

Eurotechnology Japan - Japan

Fusion Consulting - Hong Kong,
Singapore

K.J. Enterprises - India

Nahak Overseas - India

SoHealthAsia - Hong Kong

Europe

Advisory Delta - Romania

BiDCON - Germany

BLC Group - Cyprus

Communicate! Management -
Germany

Consulton - Poland

CSG Europe - Germany

Deco Marketing Consultancy -
Hungary

Eric P. Gilles Conseil - France

Factor Regional Development Center
- Romania

Health Management Information -
Sweden

Infoline - Spain

InterPharmaLink - Switzerland

M.C. Gouy Consulting - Austria

Morrison Miller Associates - UK

Neo Era Consulting - Russia

Proactive Strategic Consulting -
Greece

Ramtra - Greece

Team2Market - Italy, Belgium

