



William George GROUP Ltd.
Europe & Asia

**Turning business opportunities in Asia
into reality:
New times, New perspectives, Right People**

Institutional presentation - July 2011

“Doing Business Globally”: New times, New perspectives, Right People...

After 12+ years of international engagement with Big, Medium and Small Companies in Europe and 7+ years of physical presence in China...

... we believe there are new considerations for doing business in emerging markets:

- **Is a long term commitment for long term opportunities:** Where do you find other fast developing markets like China and India?*
- **Build relations, bridge cultures and “show your face”:** It is important to be present anytime;*
- **Play the game with top level competencies, business seniority and reliable partners***

Asia and China are reshaping the global perspective for multinational business, is a new global mix:

- **European/Western Technology, Chinese competitive Costs, Internationally-accepted Product Quality***

If you want to play & win, play with right people and right times

William George GROUP: Global presence, Local support, Common thinking...

“Putting clients in Control of Critical Projects...”

... Doing Business Globally”



Boston - Hong Kong – Milan – New Delhi – New York – Rome - Shanghai

WG GROUP *Asia & Europe*: Planning & Implementing Business Opportunities in China and Asia

Our mission:

“To help clients taking advantage of the extended business opportunities in Asia”.

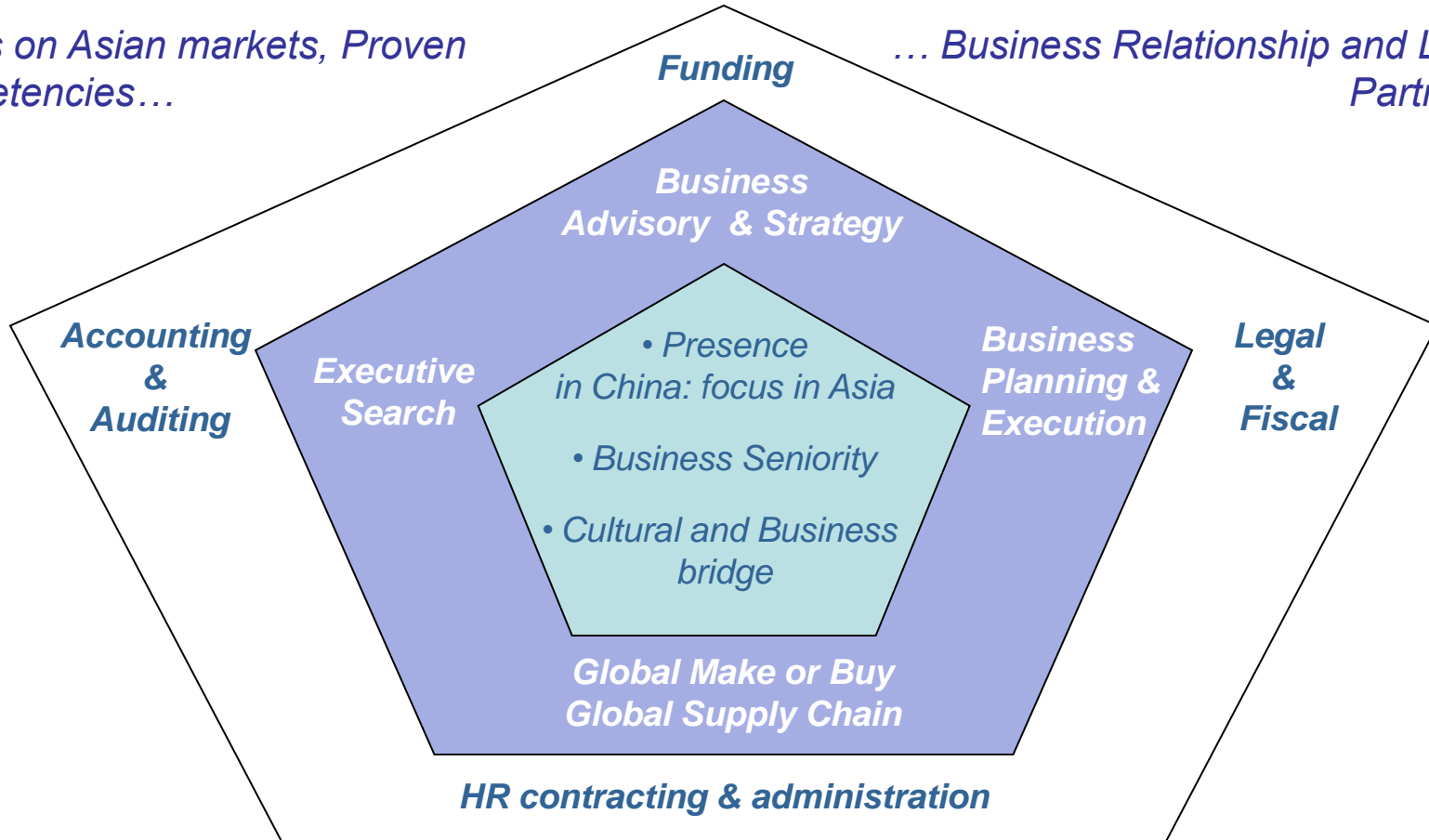
The factors of our unique business proposition:

1. **Asian focus and perspective:** Physical presence in China since 2004 (Shanghai, Chengdu, Hong Kong), in India and in Singapore;
2. **Result-oriented partnership with clients:** we build a “business and cultural *bridge*” between Europe and Asia to get results
3. **Proven competencies and business seniority:** Business Advisory and Strategy (including JVs and M&A), Business Planning & Execution, Global Make or Buy & Global Supply Chain, Executive Search;
4. **Reliable network of business relationships and Partners:** Funding, Legal, Accounting, Auditing, Fiscal, HR contracting & administration;
5. **Integrated-network among divisions of WG Group:** implementation and development in China of Europe-defined business projects.

WG GROUP Asia & Europe: our Value Proposition

“Focus on Asian markets, Proven Competencies...”

... Business Relationship and Local Partners”



Boston - Hong Kong – Milan – New Delhi – New York – Rome - Shanghai

WG GROUP *Asia & Europe*: What we do

- We start from an idea or a business opportunity for China;
 - We plan & structure the strategic approach to China;
- We develop the Implementation Plan with the investment Plan;
 - We support the external funding (when required);
 - We implement the Plan in Asia;
 - We set-up and start-up the Chinese subsidiary/plants;
- We monitor the development vs. the planned Business Plan;
 - We report everything to the HQ in Europe

ALWAYS
in alignment to Entrepreneurs and Top-Management

WG GROUP: What we did - Some Case Histories

Business Planning & Execution

For an Italian technology leader in Air Conditioning:

- Developed Business Plan
- Identified and acquired external Funding
- Selected Chinese business Partner
- Set up JV in China
- Established operating procedures, cash-control, financial reporting
- Continuous monitoring of business development vs. Business Plan

Business Planning & Execution

For an Italian Logistic Group:

- Market study and Market entry analysis: China vs. India
- Potential customers database development all over China
- Service costs analysis
- Warehouse selection
- Set-up legal entity
- Cash and business development monitoring

Business Advisory: Funding and M&A

- Kicked-out Chinese partner in non-performing JV
- Acquired patents in Italy for high-tech transfers from Italy to China (sponsored by Chinese Government)
- Identified and implemented funding from Europe to China
- Optimized fiscal-burden for several international businesses
- Selected funding in China for local investments in industrial buildings and production machineries

HR & Executive Search

- Chinese Sales Director recruiting and remuneration scheme
- Italian Vice General Manager: recruiting and remuneration scheme
- Financial Managers: recruiting
- Key personnel in Logistics: selection
- Sales-engineers: selection
- Purchasing / Construction / Final-Assembly engineers: selection

WG GROUP: What we did - Some Case Histories

Global Make or Buy

For a leading Biomedical French Group :

- Market study for new potential Supply Markets and Suppliers.
- Supply Market analysis and Country risk analysis: China, India, Tunisia, Turkey
- Cost Model definition and Current Costs Analysis
- Country selection and Total Cost of Ownership (TCO).
- RFQ for a selected group of SKU's in selected Countries

Global Make or Buy

New business start-ups in China for exporting to European market:

- Feasibility Study
- Suppliers Scouting, Selection, Qualification
- Analysis of suppliers capabilities to provide end-to-end products
- Set-up contracts, Start of prototypes-production and on-going quality control
- Long-term plan for Continuous Improvement in Purchasing Total Costs, shared with suppliers.

Global Make or Buy

- **For Medical Industry:** Dental units comparable Sourcing Analysis in India, Korea, Taiwan, and China
- **For Pharma Industry:** Market analysis and trends for micronization
- **For Chemical Industry:** Scouting and Purchasing for plastic raw materials (e.g.: PVC, CPE, PMMA, etc.)
- **For Environmental Industry:** Scouting and Purchasing of solar panels in China
- **For Motorcycle Industry:** Scouting and Purchasing for aluminum components/parts, electric devices, mechanical parts, brakes
- **For Textile Industry:** Scouting and Purchasing for interior furnishing
- **For Mechanical Companies:** Sourcing for different types of semi-finished products in copper, steel, plastics/moulds

WG Asia & Europe: our Reference People



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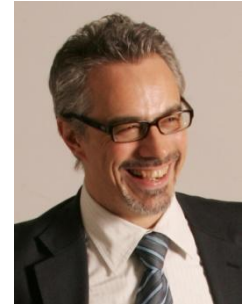
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We help clients succeed in planning,
implementing, executing and
completing critical projects
on time and within budget.

About William George GROUP

As international management consultants, we support our clients in planning and implementing business opportunities in the world fastest developing markets: China, India and South-East Asia.

Bridging Europe and Asia with our mix of global perspective, local presence and deep expertise.

Our mission is:

“To help clients taking advantage of the extended business opportunities in Asia”.

Together with our clients, we build Solid and Sustainable Business Initiatives based on:

- a bridge between cultures: building relations, before making business in Asia
- a credible business environment: seniority of our professionals and local partners
- personal and business trust: long-term support and achieved results with clients

The factors of our unique business proposition are:

- Asian focus and perspective: physical presence in China since 2004, in India and in Singapore
- Result-oriented partnership with clients
- Proven competencies and business seniority
- Reliable network of business relationships and partners
- Global and integrated network: US, Europe, Asia

What we do. We assist our clients along the entire Business Cycle, with a complete set of Services

- Business Advisory: Market Analysis and Business Evaluation; including Funding and Partner Screening (JVs and M&A)
- Business Planning and Execution: Enterprise Set-up and Operational Ramp-up; including Legal and Executive Search
- Global Operations and Supply Chain Design: Global Make or Buy Analysis, Global Sourcing, Operations and Logistic Set-up
- Business Running and Reporting: Operations Support and Financial Monitoring; including Accounting, Auditing, Fiscal and HR Assistance

What we have done and what we have achieved. Over the last 5 years, we have worked in a wide range of industries: Industrial Manufacturing and Automation, High Tech, Consumer Goods and Logistics.

Our collaborative and result oriented approach resulted in long lasting relationships and contracts.

Who and Where we are. A professional network of practitioners with high seniority and solid background in international business management and consulting. Our Offices are in Boston, New York, Shanghai, Hong Kong, New Delhi, Milan and Rome