

Technomic Asia services:

- Market assessment
- New market entry
- Growth strategy
- Competitive analysis & benchmarking
- Competitive cost analysis
- Distribution & value chain assessment
- Acquisition Search
- Acquisition due diligence
- China Readiness assessment
- New product evaluation
- Opportunity Mapping
- Relationship Mapping
- Sourcing Services

The need for objective and comprehensive insight on the local market, especially in fast changing emerging countries, is a critical foundation to successful growth planning. A detailed current and projected view of key market characteristics as well as all major players in the value chain are essential planning ingredients. Western firms seeking to grow their businesses in Asia must have these essential quantitative and qualitative insights.

Technomic Asia provides its clients with a rigorous and objective process to identify and cultivate expanded growth opportunities. Based on solid market research at all levels of the value chain, growth opportunities are identified which meet specific client criteria for external (size, growth, access, etc.) and internal (risk, investment, ROI, etc.) factors.



Once attractive opportunities are identified and assessed, a pragmatic action plan can be developed to profitably penetrate them. Importantly, Technomic Asia provides practical and experienced insight to evaluate the market and competitive conditions in order to identify the real opportunity for our clients. Opportunities which are based on a clear value proposition and where financial goals can be realized.

Asia Contacts:

Technomic Asia
Room 502 Jin Tai Building
58 Mao Ming Road (South)
Shanghai 200020, China
Phone (8621) 6473-2588
Fax (8621) 6390-6659

Kent D. Kedl, Executive Director
kkedl@technomicasia.com

www.technomicasia.com

Technomic Asia's network of affiliates:

- **Shanghai**
- **Singapore**
- **Seoul**
- **Tokyo**
- **Mumbai**
- **Melbourne**
- **Chicago (US regional office)**
- **London (European regional office)**

Technomic Asia provides a unique value proposition which differs from other consulting and research firms.

Market Research Firms

- Basic data
- Limited analysis
- Minimal strategic direction
- Low cost



Management Consultants

- High level market view “35,000 feet”
- Often “valuation” focused
- Limited tactics
- High cost

Technomic Asia

- Deeper, more mature market understanding
- Ability to filter, sort and process insight to determine implications to client
- Extensive experience to recommend how client can respond to “win”
- Can take client all the way to strategy and an actionable business plan
- Moderate cost

Technomic Asia has conducted hundreds of market assessment programs spanning the Asian region. Our broad industry experience enables extensive market coverage. Examples of the various industries in which Technomic Asia participates are...

- **Chemicals** – basic chemicals and materials, intermediates, specialties and formulated products
- **Automotive** – vehicles, components and materials
- **FMCG** – food/beverage, personal care, household items
- **Telecommunications** – components and systems
- **Electronics** – computer components, software and materials
- **Durables** – appliances, electrical goods
- **Packaging** – flexible, rigid, multiple materials
- **Apparel** – clothing, shoes, materials, retailing
- **Healthcare** – pharmaceuticals, devices, nutritionals, disposables
- **Building Materials** – interior/exterior, tools, fasteners
- **Industrial** – multiple segments

About Technomic Asia

Technomic Asia is an international management and market strategy firm that has been assisting companies in Asia for over 20 years. With expertise in a variety of industries and a track record of doing business with over 150 MNCs in the region, Technomic Asia is positioned to help clients clarify, expand, and identify the most profitable growth opportunities for their businesses.