

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

Description

Technomic Asia is part of the *Technomic International Group*, a consulting group that has over three decades of experience helping clients on a global basis. The firm provides clients with assistance in market strategy development. Technomic has operated in Asia since 1982 and has its main offices in Shanghai and Singapore.

Mission

The mission of **Technomic Asia** is to assist senior management in entering or expanding their Asian business by providing critical market insight, an understanding of addressable business potential and assistance in designing the optimum strategy to be successful. We assist management to make sound investment decisions to grow their Asian presence through both organic and acquisition initiatives.

Staff

The staff at **Technomic Asia** provide an effective combination of strong consulting skills, practical business experience and China “street smarts”. Our collective point of view blends local market insight with current western business processes, and is presented in a style and format useable and comfortable to our clients’ management team. Our team comprises both local nationals and foreign expatriate staff, the latter with long-term Asian experience.

Industries Served

Technomic Asia has broad industry experience with primary activity in; consumer products, building materials and equipment, chemicals, electronics, food and beverage, healthcare, packaging, automotive, power, telecommunications, electronics and a broad range of industrial products and materials.

Clients

Technomic Asia has assisted over 150 companies in their Asian strategy development through more than 600 assignments. These firms include many of the leading multinational companies in the world as well as small and even start-up operations seeking to establish a base in Asia.

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Technomic Asia’s network of affiliates:

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

Representative Clients

- | | | |
|--------------------|------------------------------------|---------------------------|
| • Armstrong | • Gates Rubber | • Rohto
Pharmaceutical |
| • BMS | • General Mills | • Sara Lee |
| • Boots | • General Motors | • Schering |
| • Brunswick | • Handy & Harman | • Schneider
Electric |
| • Carlyle Group | • Honeywell | • Schroders |
| • Citibank | • Kanematsu Goshō | • SKF |
| • Cooper Tire | • Lawson Mardon | • Springs
Industries |
| • CVC Capital | • 3M | • Standard
Chartered |
| • Delphi Auto | • Mitsubishi | • Unilever |
| • Dow Chemical | • Morgan Chase Capital
Partners | • USG |
| • DuPont | • Pentair | • Woodward |
| • DuPont Dow | • PPG Industries | • World Kitchen |
| • ECL (Pechiney) | • Prudential Venture
Partners | • Yakult |
| • Emerson Electric | • Rich Products | |
| • Ferro | • Roche | |
| • Ford Motor | | |

Locations

With an extensive network of offices around the region, Technomic Asia can offer comprehensive coverage in Asian markets, as well as provide global support through its network of sister companies and affiliates.



- Technomic Asia Offices
- Other Technomic offices and Affiliates