

Dear Friends, Business Partners and Associates,

1. This year we celebrate the 15th anniversary of our first China project. Since 1997 we have continuously developed a broader and deeper understanding on the uniqueness of the Chinese market for the benefit of our clients. Our China network covers now the five cities of Shanghai, Beijing, Hongkong, Chengdu and Guangzhou. GBP's project references in China demonstrate our cross sector position and comprise (among others):

Agricultural Machinery: Joint Venture Partner * Automotive: Dealer Assessment * Transformer Industry: Due Diligence * Automated Lubrication Systems: Market Study * Secondary Metallurgy: Market Study * Headhunting & Recruitment * Steel Industry: Strategy Consulting * Grinding Tools: Market Entry * Electrical Motors: Re-engineering of production * Lottery/Gaming: Strategy Project * Industrial Coating

2. India is the second major market to watch in Asia. Rising FDI's (plus 57% on year on year basis) are the proof that finally India is opening up and is going to liberalise their protected home market. The decision by the Indian government to allow retailing companies to have majority ownership has been welcomed by the markets. In [SBH Shoring from Germany](#) we have a truly exceptional case study of GBP's cooperation with a hidden champion. Within three years the untapped market was analysed, penetrated and conquered for SBH. Today SBH is the only foreign supplier in India who successfully sells and rents high end trench shoring technology in India. GBP is present in Mumbai, New Delhi and Pune.
3. Myanmar is creating positive news these days. The military regime is slowly opening up the country. Myanmar has an abundance of natural resources and around 60 Mio people who are still among the poorest in per capita income. On the other hand the property prices in Yangon are equal or even higher than in Bangkok. The political development will be interesting to watch when Myanmar takes over the presidency of the ASEAN Group. Many observers say that the embargo by the EU and US will have to be lifted rather sooner than later. See this interesting [background story from the AWSJ](#). The Myanmar German Business Association (MGBA) which was co-founded by GBP will be a very interesting platform for EU based companies to start their operation in Myanmar. A recent [MGBA seminar in Yangon](#) attracted over 150 company representatives.
4. The Green & Renewable Energy Expertise Asia Centre ("GREEN-AC") has been launched by GBP International. We have designed a product which provides a new platform for business development for SME's from Europe who want to become active in Asia. By cooperating with GREEN-AC you benefit from GBP's network and insight knowledge of the market. We look at the complete value chain of the green business i.e. ecofriendly products, biomass, renewable energy, energy savings, energy consulting, new materials and others. For more information please contact [Mr. Philipp Dera](#) and we will send you more information about the program.

5. Sourcing in Asia remains one of our much in demand services. For an international machinery and engineering company GBP identified, selected and audited a complete new range of vendors across Asia Pacific. Experience proves that you cannot be careful enough and every dollar spend for auditing and checking new vendors is well spend. Sourcing of qualified human capital is also becoming more in demand. GBP was appointed to recruit engineers from Asia for massive infrastructure projects now under way in Qatar in preparation for the World Cup in 2022.
6. GBP is the exclusive appointed representative of [FINPRO in Malaysia](#) and we are happy to inform that this partnership has just been extended until end of 2013. In 2011 GBP executed an increasing number of projects awarded by Finnish clients. These projects related to various sectors such as healthcare, energy, ITC, chemical, machinery and education.
7. The Malaysia-Europe Forum ([MEF](#)) has been working together with GBP in three Round Table events in Europe from 21-25 November. A high ranking delegation from Malaysia was doing a field tour and exchanged case studies and challenges related to the public mobility problem. "Lessons learned from Europe" was the motto during lively discussions in Madrid, Paris and London. For European companies from the transportation/mobility sector there are interesting but also challenging opportunities in all major metropolitan cities in Asia. Projects are tendered and awarded with billions of Euros as budget. On the other hand Asia is not waiting for European companies to move and we see in some cases that Asian companies are competing (and winning) against established players in other markets.
8. Book of the month: In times of the currency crisis and heated debate on how to stimulate the world economy it is fascinating to read Hernando de Soto's "[Mystery of Capital](#)". The Economist de Soto sets out to do nothing less than explain why capitalism has worked in the West and been more or less a total disaster in the Third World. This has long been a pivotal question for anyone interested in the world beyond their own back yard, and there have been plenty of attempts to explain it before (often in terms of history, geography, culture, race, etc.).

Thanking you with best personal regards from all of us at the GBP International Team

Sincerely yours



P.S. If you do not wish to receive this newsletter anymore please send a short note to info@gbp-international.com – Thank you.