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Asia is Booming: Demand for Consulting on the Rise

adi Consult Group establishes a business partnership in the “Greater China” region under the leadership of Juergen John and Liana Sun

Asia in general, and in particular what is called “Greater China”, is booming. This part of the world, which includes Hong Kong, Macao, Mainland China, as well as Taiwan, is one of the fastest growing economic regions of the world. Naturally, logistics services play a very important role in this rapid expansion of trade and industry, and this economic fact has prompted most international logistics and supply chain companies to establish a commercial presence in the region. This growth of the transportation and logistic sector accelerated in part as a consequence of China’s entry into the WTO and its issuance of operating licenses to foreign companies beginning in 2003.

Watching this trend closely over the past several years, **adi Consult** has carefully planned a presence in the region and this foresight has recently resulted in the formation of a business relationship in Hong Kong and the establishment of an office there. Effective March 30, 2007, Juergen John and Liana Sun, principals and managing partners in what will be known as “adi Consult Greater China Management Holding Ltd.”, will become associated with the larger adi Consult worldwide network.

Juergen John is a well known and respected industry insider, and Liana Sun is an experienced player in the Asian logistical services industry. John worked in the logistics industry for the past 35 years and, among many others career accomplishments, he was the guiding force in establishing the Danzas organization in Asia. Subsequently he served as the Danzas Regional CEO for the entire Asia/Pacific market.

Prior to establishing adi Consult’s Hong Kong office, John was CEO of DHL Global Forwarding, headquartered in Switzerland; however, his nearly 20 years of professional experience in Asia is what made him the logical choice for the business partnership with adi and to be the driving force for their activities in that region.

P R E S S R E L E A S E

Liana Sun has worked in the area of logistics for several years and holds an MBA with an emphasis in International Business. In her former capacity as Marketing Director at China President Logistics, she promoted their US\$100M logistics center in Taiwan. In addition to that, Sun consulted for several companies, among which was the Taiwan branch of GEO Logistics. During a subsequent position as the Marketing Director at Trust Logistics Corp., she continued to make a significant contribution to the introduction of Taiwan to the world of European logistics.

According to Klaus Geissler, founder and Managing Partner of adi Consult: “Establishing adi Consult in the Greater China Region is the most significant mile stone in our strategy envisioned five years ago. We are happy to have Juergen John and Liana Sun on board as founding shareholders and the driving force in the Greater China region. Combining their expertise and local presence with the existing network of adi Consult, we have reached our target of being a global leader in consulting for the international Transport & Logistics industry on all four Continents.”

When asked about the motivation to associate with adi Consult, Juergen had this to say: “We joined the adi Consult network because it is the only consulting company worldwide that focuses entirely on the logistics industry. As a part of the adi Consult network, with such strong market growth in China, I expect a tremendous demand for consulting services from regional companies with both, a local and international emphasis.”

Relative to the demand for young managers and experts in the field, John observes that, “as far as executive search is concerned, there is a significant shortage of industry talent on the Chinese Mainland. I expect demand for this type of personnel to intensify because whoever wins the ‘battle’ for talented executives will be able to secure the future of their company, and only companies with excellent personnel will be able to succeed in the highly competitive Asian market. We are already watching a neck-on-neck race between Singapore and Hong Kong in which both regional centers are attempting to attract competent personnel resources without regard to geographical limitations. With our very specialized, international network, we can be of great assistance in this sort of international competition.”

“In addition to the acquisition of personnel resources” Juergen continues, “adi Consult will be able to assist Asian logistics companies to broaden their overall services into the

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Western hemisphere. Many Chinese logistics companies want to become active in the West, often via large investments in the form of mergers and acquisitions. adi Consult can help these companies develop their strategies and formulate alternative choices of potential buyers or sellers in order to expand from China into any part of the world.”

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The company has aligned all its activities with the demands of the global transportation markets. Accordingly, Personnel and Management Consulting, Mergers and Acquisitions, SWOT analyses, strategic planning, validating and establishing business plans, advising companies on optimizing or rebuilding their organizational structures, productivity benchmarking and improvements are all part of the adi’s portfolio. Their solutions are realistic and practical and if desired adi will implement them too. The vast industry specific experience accumulated by adi’s management and staff while working in operational and top level positions is a great foundation for their customer’s success.

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