



## German logistic consult group sets up regional headquarters in Hong Kong

Global logistics consultancy, adi Consult, officially announced today (18 June) the opening of its new regional headquarters in Hong Kong.

Originating in Germany, the company plans to use its Hong Kong office to coordinate business across the region and, in particular, as a springboard in the Mainland China market.

Principal and Managing Partner of adi Consult Management Holding Ltd Hong Kong, Mr. Juergen John, said, "After much study and careful evaluation, we, and our associates in the adi Consult Group, decided that setting up this regional headquarters in Hong Kong would provide a wonderful springboard onto the mainland, as well as offering us the opportunity to serve the local business community and our international clients who have business activities across the region."

adi Consult plans to offer expert services in supply chain optimization, executive search, merger and acquisition and post-M&A integration activities and management audits. These services are in addition to offering clients the benefit of its strong logistics track-record across Europe and the US.

Liana Sun, also a Principal and Managing Partner of adi Consult Management Holding Ltd Hong Kong, added, "We recognize the opportunity this new regional office offers us for providing logistical consultancies to the clients in the Greater China market."

"In the months to come, we will be refining and expanding our service offerings in China, beginning with Shanghai, to serve a broader range of customers. Our regional headquarters remains in Hong Kong, however we believe there is a higher demand for the specialized services we can offer in China, and we intend to satisfy



Photo shows Principal and Managing Partner of adi Consult Management Holding Ltd Hong Kong, Mr. Juergen John (right) and a Principal and Managing Partner of adi Consult Management Holding Ltd Hong Kong Liana Sun. They are both confident of the new regional headquarters in Hong Kong.

this need," Mr. John added.

Director-General of Investment Promotion at Invest Hong Kong, Mr. Mike Rowse, said "It is my pleasure to welcome another global logistics consulting firm using Hong Kong as their regional base. With strong support services in telecommunications, legal, banking, and insurance, Hong Kong is one of the key transportation and logistics hubs in Asia-Pacific. I am sure adi Consult will find this city the ideal platform for its China and wider Asia-Pacific expansion plan."

Founded in Germany in 2000, adi Consult, the global leader in logistics consulting, has already established 32 offices in 19 countries on five continents. For more information: [www.adiConsultChina.com](http://www.adiConsultChina.com).

Invest Hong Kong is the Hong Kong Special Administrative Region Government department charged with encouraging and facilitating inward investment into the city by providing the support needed to establish or expand a business presence here. For more information: [www.InvestHK.gov.hk](http://www.InvestHK.gov.hk)

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