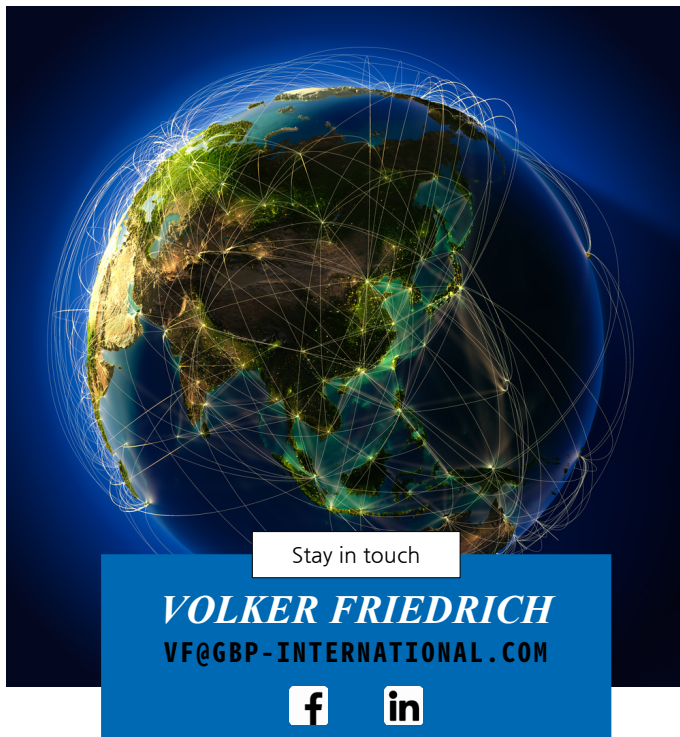


# NEWSLETTER

*September · 2018*



## 1 *GBP INTERNATIONAL PROJECTS*

These are some of our projects we are working on in 2018:

- Sourcing projects for products and material in Vietnam, Indonesia, Malaysia, Taiwan, China and India
- Asian strategy for a technical rubber product manufacturer
- Steel beam and plate processing machinery manufacturer from Europe is seeking a new roll out for his sales and distribution network
- High end industrial lighting manufacturer is seeking advice on its Asia strategy
- Infrastructure and construction equipment company – we have operational responsibility for the sales and marketing team in India and selected other Asian markets.

## 2 *ASEAN INVESTMENT SUMMIT IN DÜSSELDORF*

In July we presented the framework for investment opportunities in Malaysia, Thailand, Singapore and Philippines. As a panel moderator we shared and discussed case studies of investors from Europe in various Asian locations and their lessons learned. The presentations of the investment agencies are available with us and if interested please drop us an email.

## 3 *BUSINESS COACHING*

Based on 25 years of experience in high level consulting and teaching at Universities our CEO Volker Friedrich is now also providing one to one business coaching to select customers. Our first reference case is a CEO of an operation in China owned by a European investor. We jointly solve the challenges of running the company and turning it around into a successful operation in a foreign environment.

## 4 *CHINA AND THE ONE BELT ONE ROAD PROJECT*

crosses from China through South East Asia, Sri Lanka, Africa and some Eastern European countries. The project sparks a lot of controversy as it is seen as a way for the Chinese government to gain political influence in locations of strategic importance. It cannot be denied that China is gaining global importance for various reasons. A summary of the project is provided [here](#). A recent move by Malaysia to put the foot on the brake raises eyebrows across the region. See what Dr. Mahathir has done [here](#).

The largest project globally is the 1 trillion USD project designed and driven by China. It criss

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### *US-CHINA TRADE WAR AND ITS LOOMING IMPLICATIONS*

One of the most pressing issues is the “trade war” between China and USA and each day more twitter news and expert discussions pretend to predict the future. In our opinion the issue will be cornered for a while. You need to understand that in the Chinese culture escalating a conflict will lead to losing face for one party and this will not be nice if you don’t know which party you belong to. Thus, we expect that there will be compromise between USA and China and the conflict will be cornered and deescalated by China. For the ASEAN countries this may be an additional chance to position themselves to be the better investment option. A good start to read about it is [here](#).



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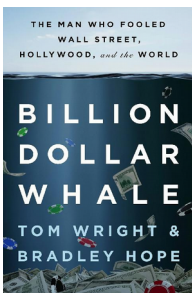
### *CRAZY RICH ASIANS*

A blockbuster called “Crazy Rich Asians” is hitting the screens these weeks. If you want to get a glimpse of the life in the fast lane and interesting insights into Asian culture and the blending of East and West as well as the race to be rich we recommend the movie. Watch the trailer [here](#).

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### *WEBSITE AND SOCIAL MEDIA*

We are in the process of permanently upgrading our website [www.gbp-international.com](http://www.gbp-international.com) and invite you to have a look and give us your comments. Further we will continuously update you via [blog](#), [Facebook](#) and [LinkedIn](#) and hope to engage with you in a continuous exchange of interesting developments and projects in Asia and beyond.



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### *BOOK OF THE MONTH*

Our book of the month summarizes the famous 1MDB case and its key figures. The Billion Dollar Whale is now available and gives unique insight into the developments of the biggest financial scandal in recent history. Some call it the New Great Gatsby. For the first 20 emails we receive with your comments on the 1MDB case we have a free E-Book available.

Thank you for your attention.

Best personal regards

The GBP INTERNATIONAL Team

Visit us

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[www.gbp-international.com](http://www.gbp-international.com)

