

NEWSLETTER

June · 2019



1 *GBP INTERNATIONAL PROJECTS*

Examples of our recent projects:

- Global Study for a machinery & engineering group (Construction Materials)
- Selection, analysis, due diligence and coaching of new agents across Asia for a manufacturer from the Netherlands
- Factory relocation project in Singapore
- New production facility for industrial printing solutions in Indonesia – Headhunting and strategic advisory
- Sourcing projects across Asia for various customers (see our vendors-booklet [here](#)).
- Several cross-cultural coaching workshops and seminars
- Start-up/Incubator conference in Berlin in cooperation with the [Malaysian Investment Development Authority](#)

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BLUENUMBER

BLUENUMBER is a company which is dedicated to the transparency of a sustainable supply chain (think palm oil, textile, mining and others – see: bluenumber.com). We are cooperating with them in many aspects. As part of the lecturing on International Business Ethics at the University IUBH in Berlin, our CEO Volker Friedrich is engaged in supporting businesses which focus on sustainability and ethical business standards. GBP decided to invest as part of the family & friend fund raising program as we believe in the long-term-success of the company. We are pleased to announce that Volker Friedrich was also appointed as Board Member and are looking forward to a fruitful and engaging cooperation as we have many interests in common.



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BELT & ROAD PROJECT CONFERENCE IN POLAND

On 11th & 12th June we will be participating in the conference on the Belt & Road Project of China and will be delivering a keynote on the financing of the belt and road projects. A great book to read which helps to understand the history of this project is by Peter Frankopan: [The New Silk Road](#). Program of the conference is available [here](#).

4 CASE STUDY GERMAN MACHINERY & ENGINEERING INDUSTRY

Over the past few months we had the pleasure to work for a Private Equity company from Switzerland. Their portfolio from the machinery and engineering sector is in a challenging position as new competitors from China make life difficult – as in many sectors. This exemplarily highlights the status of the European Machinery and Engineering Industry. While there are merits and success stories of many of the hidden champions from Germany (and other EU countries) we experience ignorance and saturation when it comes to the challenges of new players from Asia. First, they are laughed at, then they are ignored and after a while they start to think there should be something done about it. In many cases this process is much too long. Wake up calls for the conservative industries, there have been plenty.

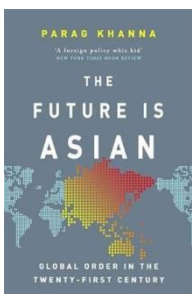


5 CASE STUDY FOR AGENT SEARCH STEEL PROCESSING INDUSTRY IN SOUTHERN ASIA

During the last six months we conducted an agent search & selection in Asian markets – Japan, South Korea and Taiwan – on behalf of a Dutch manufacturer of steel processing machineries for beams and plates, used in construction. After successfully identifying potential agents, we organized agent visits to the three countries in January and April. The fruitful meetings in coordination with the management of said Dutch company, form a basis for future discussion and cooperation.

6 CONFERENCES, SEMINARS AND EXHIBITIONS

GBP took part in numerous events (BAUMA; Hannover Messe; Asia-Pacific Weeks Berlin; 4th Asia Dialogue Berlin; Invest in Anhui Manufacturing; etc.) and is permanently engaging in fruitful discussions. We are always open to inquiries for interactive presentations, workshops and speeches – give us a call!



7 BOOK OF THE MONTH

We attended an engaging presentation by the author of the book: The Future Is Asian: Global Order in the Twenty-first Century. Highly recommended reading!

As this newsletter coincides with the end of Ramadan, our team and I wish you and your family a wonderful *Eid Mubarak* and *Selamat Hari Raya 2019*, should you choose to celebrate.

Best personal regards

Volker Friedrich
on behalf of the GBP INTERNATIONAL Team

8 US-CHINA TRADE-CONFLICT AND ITS EFFECTS ALL OVER ASIA

The escalating trade conflict will not disappear overnight. There are already winners and losers in Asia. Countries such as Vietnam and Malaysia see new investments coming from China as manufacturers with supply links to the USA are looking for alternatives. Further interesting thoughts [here](#).

Meanwhile, many Asian countries have held elections and confirmed their governments (India, Indonesia, Philippines). Malaysia celebrates the first anniversary of the peaceful transition of power. This shows that institutions are becoming reasonably advanced and stable, democratic societies have developed.