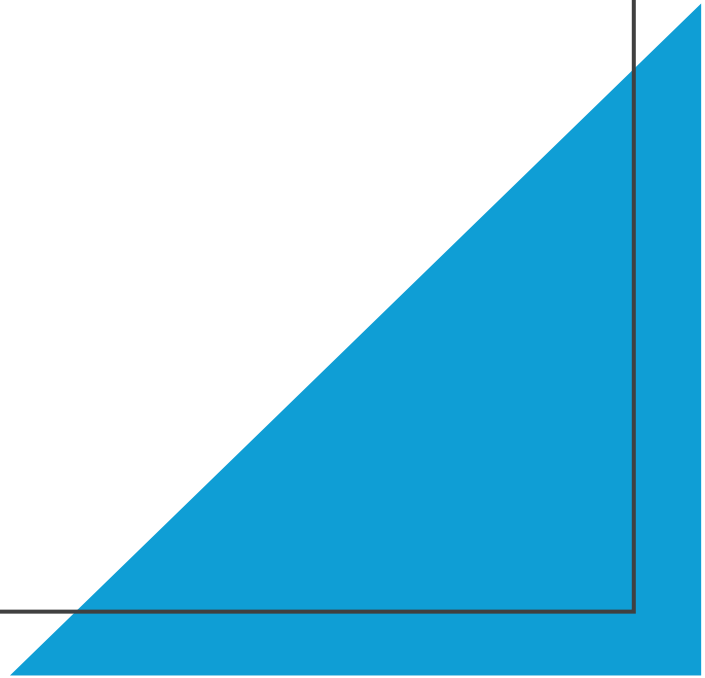




„We deliver results in difficult foreign markets“

Company Presentation



Our story in a nutshell

- 1997: We moved to Kuala Lumpur and started to support German SMEs in Malaysia
- 2000: First projects outside Malaysia – business in China
- 2001: Business in India and cross border inside ASEAN
- 2005: First investments in start-ups in Asia
- 2007: First Asian customer on their way to Europe
- 2009: Largest single consulting project in Indonesia
- 2012: First customer from USA
- 2016: Presence in Middle East with assignments from Gulf countries
- 2019: Trading activities started

Today:
Global presence via a network of industry specialists and associates from across many industries

An agile and resourceful consulting house with 25 years of experience in global markets and industries from A-Z



Every organisation is driven by a passion and a dedicated person with a mission and vision

Volker Friedrich was born in 1963 in Germany and studied International Economics – he worked for industrial steel giant Klöckner and then as senior consultant for Roland Berger before he started his business career as entrepreneur in 1997

In 1997 Volker followed his passion and went to Asia to start his own business as founder of German Business Pool in Malaysia and later changed the company name to GBP INTERNATIONAL

Volker Friedrich has a strong background in the technology industry, with operational industry experience dating back to 1983. As the founder and managing partner of GBP International, he leverages his expertise as a strategy consultant to help organizations develop and implement effective strategies for achieving their goals in technology and entrepreneurship.

Volker Friedrich's deep understanding of businesses in Asia and Europe positions him as a key figure in providing consulting services tailored to meet the unique needs of clients in these region

Volker is presenting his vision and ideas on international forums, and he is a sought-after keynote speaker, co-investor and business coach.

Linkedin: <https://www.linkedin.com/in/volker-friedrich-02b7a8/>



Watch a 2min intro Video on GBP INTERNATIONAL



<https://youtu.be/OaeOtPpymR0>



Watch a 40-min interview with Volker Friedrich (dated March 2024) on his vision and mission

https://youtu.be/pZvaM_DHjqs

 **GBP International**



“Without our talented, experienced and knowledgeable people we are nothing!”

Volker Friedrich
CEO
GBP INTERNATIONAL



Our team of international industry specialists is at your fingertips



„In international business it
is the experience and
seniority that counts“



Individual skillsets are coupled with industry know-how and know-who



Our team members have their roots in many different industries and cultural backgrounds – giving you a global 360 perspective

GBP International stands out –

We consistently receive positive feedback and high satisfaction ratings from our clients, underscoring our dedication to delivering exceptional value

- Comprehensive Global Expertise
- Extensive Market Knowledge
- Localized Insights
- Customized Solutions
- Long-Term Partnerships
- Innovation and Strategic Vision
- Innovative Strategies
- A Proven Track Record
- Successful Case Studies
- Diverse Clientele
- Holistic Service Offerings
- Strong Leadership and Talent
- Experienced Consultants
- Thought Leadership
- Commitment to Excellence
- High Standards
- Client Satisfaction



Our regional focus is on Asia

Asia boasts a massive consumer market, with over 4.5 billion people, making it the most populous continent globally. The rise of the middle class in Asia is driving strong purchasing power and economic growth, offering significant opportunities for businesses to expand their market share

Emerging and developing Asian countries are projected to experience substantial GDP growth, with rates far exceeding those of advanced economies like the US and European countries. This economic growth presents a favorable environment for businesses seeking expansion and increased profitability

However: we live in a global world and more and more projects are truly international with emphasis on cross-border assignments in Europe, Middle East, Africa and the Americas.





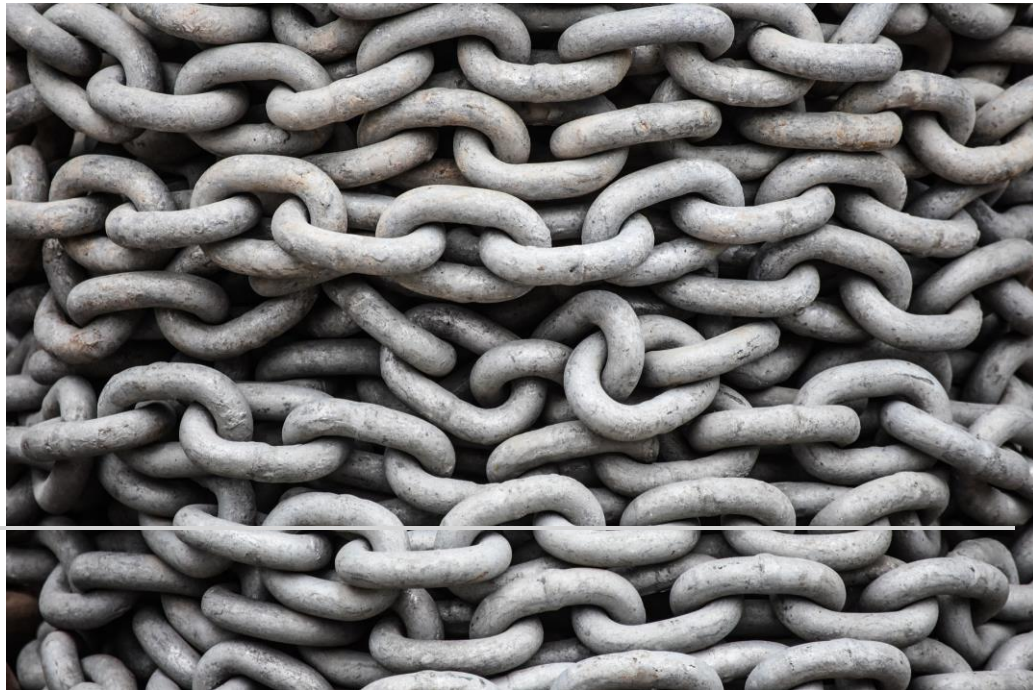
Our industry focus is on B2B projects

We specialize in delivering top-tier B2B solutions across a diverse range of sectors including infrastructure, machinery and engineering, industrial services, and EPC (Engineering, Procurement, and Construction) projects. Our commitment to excellence ensures that each project is executed with precision and innovation, meeting the highest industry standards. Additionally, we are always on the lookout for valuable trading opportunities, providing our clients with comprehensive, end-to-end service and unmatched expertise



**Made
in
Germany**

A vertical bar on the left side of the text, divided into three horizontal sections of black, red, and yellow, representing the German flag.



Our functional focus is on the value / supply chain from A-Z

Our expertise in optimizing the entire value and supply chain from A to Z translates into significant sales growth, substantial cost reductions, and enhanced operational efficiency. By tailoring our solutions to meet your unique challenges and goals, we help you navigate complex markets and achieve sustainable success. Partner with GBP International to discover how our comprehensive approach can drive your business forward. Contact us today to start your journey towards unparalleled performance and growth.



Case Study Examples

1. Topwerk
2. Same Deutz Fahr
3. Siemens Nokia
4. SBH Shoring
5. Eco Paper

More case studies on our website: www.gbp-international.com

Topwerk is a leading manufacturer of machinery and equipment for the concrete products industry, renowned for its innovative solutions and high-quality products. Seeking to expand its presence in Asia, Topwerk engaged GBP INTERNATIONAL for a comprehensive market research project to identify growth opportunities and develop a strategic market entry plan.

GBP INTERNATIONAL conducted an in-depth market research initiative across key Asian markets, including China, India, Indonesia, and Vietnam. The project aimed to analyze market trends, competitive landscape, regulatory environment, consumer preferences, and potential partnerships to support Topwerk's expansion strategy.

1. The team at GBP INTERNATIONAL meticulously analyzed each target market's economic indicators, construction industry trends, and demand for concrete products machinery.
2. Detailed competitor analysis was conducted to identify strengths, weaknesses, opportunities, and threats in the market.
3. Comprehensive research on regulatory frameworks and trade policies provided insights into market entry requirements and compliance standards.
4. Surveys and interviews were conducted to understand customer preferences, buying behavior, and product expectations in the region.
5. Identification of potential local partners and distributors to facilitate market entry and enhance Topwerk's distribution network.

Results:

1. GBP INTERNATIONAL uncovered a growing demand for advanced concrete products machinery in Asia driven by infrastructure development projects and urbanization trends.
2. Detailed competitor analysis revealed gaps in the market that Topwerk could exploit with its innovative product range.
3. Clear guidelines on regulatory compliance and certification requirements were provided to streamline Topwerk's entry into each market.
4. Insights into consumer preferences guided product customization strategies to align with local market needs effectively.
5. Potential partnerships with established local distributors were identified to accelerate market penetration and enhance brand visibility.

Impact:

The stunning results of the comprehensive market research conducted by GBP INTERNATIONAL empowered Topwerk with actionable insights and a strategic roadmap for successful expansion into the Asian markets. Armed with a deep understanding of the region's dynamics, Topwerk was able to make informed decisions, forge strategic partnerships, and position itself as a key player in the rapidly growing concrete products industry in Asia.

This collaboration between Topwerk and GBP INTERNATIONAL exemplifies how strategic market research can drive successful international expansion initiatives and unlock new growth opportunities for businesses operating in competitive global markets.

Same Deutz Fahr, a renowned manufacturer of agricultural machinery, aimed to expand its operations into the lucrative Chinese market. Seeking strategic guidance and support for market entry and joint venture creation, Same Deutz Fahr partnered with GBP INTERNATIONAL, a leading consulting firm specializing in international business development.

The project involved conducting a comprehensive market analysis of the agricultural machinery sector in China, identifying potential partnership opportunities, and facilitating the establishment of a joint venture between Same Deutz Fahr and a local Chinese partner. GBP INTERNATIONAL was tasked with providing insights, strategic advice, and operational support throughout the market entry process.

Approach:

- GBP INTERNATIONAL conducted an in-depth analysis of the Chinese agricultural machinery market, including key trends, competitive landscape, regulatory environment, and consumer preferences. This analysis provided crucial insights for Same Deutz Fahr to tailor its products and strategies to meet local market demands.
- Leveraging its extensive network and expertise in the Chinese business landscape, GBP INTERNATIONAL identified suitable local partners for Same Deutz Fahr to establish a joint venture. The selection process focused on aligning strategic goals, capabilities, and mutual benefits for both parties.
- GBP INTERNATIONAL facilitated the negotiation process between Same Deutz Fahr and the chosen local partner to establish a joint venture entity in China. This involved structuring the partnership agreement, defining roles and responsibilities, and ensuring compliance with local regulations.
- Throughout the joint venture creation process, GBP INTERNATIONAL provided operational support to streamline business operations, enhance communication between partners, and ensure a smooth transition into the Chinese market. This support included guidance on cultural nuances, legal requirements, and best practices for successful collaboration.

Results:

- With the support of GBP INTERNATIONAL, Same Deutz Fahr successfully entered the competitive Chinese agricultural machinery market with a well-defined strategy tailored to local market dynamics.
- The collaboration led to the creation of a strategic joint venture between Same Deutz Fahr and its local partner in China, enabling shared resources, technology transfer, and localized production capabilities.
- The joint venture allowed Same Deutz Fahr to penetrate deeper into the Chinese market, leverage local expertise, and gain a competitive edge by offering products tailored to Chinese farmers' needs.
- By establishing a strong foothold in China through the joint venture, Same Deutz Fahr positioned itself for long-term growth, innovation, and sustainability in one of the world's largest agricultural markets.

Impact:

The partnership between Same Deutz Fahr and GBP INTERNATIONAL exemplifies how strategic market entry planning and joint venture creation can drive successful international expansion initiatives. By leveraging local insights, expertise, and partnerships facilitated by GBP INTERNATIONAL, Same Deutz Fahr was able to navigate the complexities of the Chinese market effectively and establish a strong presence for sustainable growth and success.

Case Study: Restructuring Siemens' Vehicle Fleet in Indonesia

Siemens is a global powerhouse focusing on electrification, automation, and digitalization. With operations spanning across various industries, Siemens maintains a significant presence in Indonesia, contributing to the country's infrastructure development and technological advancements. GBP INTERNATIONAL is a renowned consulting firm specializing in management consulting, market entry strategies, and operational improvement services. With a track record of delivering innovative solutions to complex challenges, GBP INTERNATIONAL was engaged by Siemens Indonesia to restructure its vehicle fleet. Siemens Indonesia recognized the need to optimize its vehicle fleet management to enhance operational efficiency and cost-effectiveness. With a fleet comprising approximately 1000 vehicles utilized across various operations, Siemens sought GBP INTERNATIONAL's expertise to revamp the fleet structure, streamline processes, and achieve substantial cost savings.

Milestones:

Initial Assessment and Data Analysis: GBP INTERNATIONAL conducted a comprehensive assessment of Siemens' existing fleet management practices, analyzing vehicle utilization, maintenance costs, fuel consumption, and operational inefficiencies. This phase involved close collaboration with Siemens' internal stakeholders to gather essential data and insights.

Strategic Planning and Solution Design: Based on the findings from the assessment phase, GBP INTERNATIONAL developed a tailored strategic plan to optimize Siemens' vehicle fleet. This involved recommending changes to the fleet composition, introducing modern fleet management technologies, and implementing streamlined processes for maintenance and monitoring.

Implementation and Deployment: With the strategic plan approved, GBP INTERNATIONAL supported Siemens in implementing the recommended changes. This included procuring new vehicles where necessary, integrating fleet management software solutions, and conducting training sessions for Siemens' personnel to ensure smooth adoption of the new processes.

Performance Monitoring and Fine-Tuning: Following the implementation phase, GBP INTERNATIONAL continued to work closely with Siemens to monitor the performance of the revamped fleet management system. Regular performance reviews were conducted to identify areas for improvement and fine-tune processes to optimize efficiency further.

Successes and Savings Achieved:

Cost Reduction: By optimizing vehicle utilization, implementing efficient maintenance practices, and leveraging technology-driven solutions, Siemens realized significant cost savings in its fleet operations. Reduced fuel consumption, minimized downtime, and streamlined maintenance schedules contributed to substantial cost reductions.

Enhanced Operational Efficiency: The restructuring of the vehicle fleet resulted in enhanced operational efficiency for Siemens. Improved asset tracking and monitoring capabilities allowed for better resource allocation and scheduling, leading to smoother operations and increased productivity.

Risk Mitigation: GBP INTERNATIONAL's restructuring efforts helped Siemens mitigate operational risks associated with vehicle breakdowns, accidents, and compliance issues. Proactive maintenance planning and real-time monitoring mechanisms minimized the likelihood of unexpected disruptions, ensuring continuity in operations.

Environmental Impact: Through the introduction of fuel-efficient vehicles and eco-friendly driving practices, Siemens was able to reduce its carbon footprint and contribute to environmental sustainability goals. This aligns with Siemens' commitment to corporate social responsibility and demonstrates its dedication to sustainable business practices.

Conclusion:

The collaboration between Siemens Indonesia and GBP INTERNATIONAL resulted in a successful restructuring of Siemens' vehicle fleet, driving significant cost savings, enhancing operational efficiency, and mitigating risks. By leveraging innovative solutions and strategic planning, Siemens achieved sustainable improvements in its fleet management practices, setting a precedent for excellence in operational optimization within the Indonesian market.

Case Study: Business Development Project in Asia Pacific for SBH Tiefbautechnik by GBP INTERNATIONAL

SBH Tiefbautechnik is a leading provider of innovative foundation engineering solutions, specializing in deep foundation construction equipment and technologies. With a focus on quality, reliability, and technological advancement, SBH Tiefbautechnik has established a strong presence in the construction industry worldwide. GBP INTERNATIONAL is a globally recognized consulting firm specializing in business development, market expansion, and strategic advisory services. With extensive experience in facilitating international growth for clients across various industries, GBP INTERNATIONAL was engaged by SBH Tiefbautechnik to spearhead its business development initiatives in the Asia Pacific region.

SBH Tiefbautechnik recognized the immense growth potential in the Asia Pacific construction market and sought to expand its presence across key countries in the region. Understanding the complexities and nuances of market entry in Asia Pacific, SBH Tiefbautechnik partnered with GBP INTERNATIONAL to devise and execute a comprehensive business development strategy encompassing the complete sales and marketing value chain.

Key Services Provided:

Webinars and Client Visits: GBP INTERNATIONAL organized targeted webinars to showcase SBH Tiefbautechnik's innovative solutions to potential clients across Asia Pacific. These webinars were followed by personalized client visits, allowing SBH Tiefbautechnik to engage directly with stakeholders and understand their specific needs.

Exhibitions and Roadshows: GBP INTERNATIONAL facilitated SBH Tiefbautechnik's participation in industry exhibitions and roadshows across the region. These events provided valuable networking opportunities and allowed SBH Tiefbautechnik to demonstrate its products and technologies to a wider audience of industry professionals.

Market Analysis and Strategy Development: GBP INTERNATIONAL conducted in-depth market analysis to identify key growth opportunities and competitive landscapes in each target market. Based on this analysis, strategic business development plans were developed to maximize SBH Tiefbautechnik's market penetration and revenue growth.

Successes of the 20-Year Partnership:

Market Expansion: The partnership between SBH Tiefbautechnik and GBP INTERNATIONAL has led to successful market expansion across Asia Pacific over the past two decades. Starting from Malaysia, the collaboration has facilitated SBH Tiefbautechnik's entry into new markets, including South East Asia, India, Bangladesh, and China.

Established Presence: Through strategic business development initiatives executed by GBP INTERNATIONAL, SBH Tiefbautechnik has established a strong presence in key markets across Asia Pacific. The company's brand recognition and reputation for quality and reliability have been instrumental in securing significant market share in the region.

Revenue Growth: The consistent growth trajectory facilitated by the partnership has resulted in substantial revenue growth for SBH Tiefbautechnik in Asia Pacific. By leveraging GBP INTERNATIONAL's expertise in sales and marketing, SBH Tiefbautechnik has successfully capitalized on emerging opportunities and translated them into sustainable business growth.

Strengthened Relationships: The longstanding partnership between SBH Tiefbautechnik and GBP INTERNATIONAL has fostered deep-rooted relationships with clients, partners, and industry stakeholders across Asia Pacific. This network of relationships has been instrumental in driving business development initiatives and securing new opportunities for SBH Tiefbautechnik.

Conclusion:

The 20-year partnership between SBH Tiefbautechnik and GBP INTERNATIONAL has been marked by significant successes in business development across Asia Pacific. Through a strategic blend of sales and marketing initiatives, market analysis, and relationship-building efforts, SBH Tiefbautechnik has solidified its position as a trusted provider of foundation engineering solutions in the region. Looking ahead, the partnership continues to drive innovation and growth, poised to capitalize on future opportunities in the dynamic Asia Pacific construction market.

Ecopaper is a pioneering company dedicated to sustainable practices in the pulp and paper industry. Specializing in high-quality paper products, Ecopaper utilizes innovative manufacturing processes to ensure minimal environmental impact while maximizing resource efficiency. GBP INTERNATIONAL is a leading consulting firm specializing in business development, market expansion, and strategic advisory services. Renowned for delivering customized solutions to clients worldwide, GBP INTERNATIONAL partnered with Ecopaper to support its expansion plans for a sustainable pulp and paper factory in Malaysia. Ecopaper identified Malaysia as an ideal location for expansion due to its abundant supply of raw materials, particularly empty fruit bunches (EFBs) from the palm oil industry. With a vision of creating an eco-friendly manufacturing hub, Ecopaper engaged GBP INTERNATIONAL to navigate the complexities of establishing a state-of-the-art facility while adhering to stringent environmental standards. Additionally, Ecopaper aimed to forge strategic partnerships with technology companies in Europe and the USA, as well as initiate trading contracts for its sustainable pulp products.

Key Objectives:

Market Research and Feasibility Analysis: GBP INTERNATIONAL conducted thorough market research and feasibility analysis to assess the viability of Ecopaper's expansion plans in Malaysia. This involved evaluating market demand, analyzing raw material availability, and understanding regulatory requirements.

Site Selection and Regulatory Compliance: Leveraging local expertise, GBP INTERNATIONAL assisted Ecopaper in identifying suitable factory locations and navigating regulatory frameworks related to environmental permits, land acquisition, and sustainability standards compliance.

Technology Partnerships: Ecopaper collaborated with technology companies in Europe and the USA, facilitated by GBP INTERNATIONAL, to incorporate cutting-edge manufacturing technologies and process innovations into its operations. These partnerships ensured that Ecopaper remained at the forefront of sustainable pulp and paper production.

Supply Chain Optimization and Trading Contracts: GBP INTERNATIONAL supported Ecopaper in optimizing its supply chain by sourcing EFBs from palm oil mills efficiently. Additionally, Ecopaper initiated trading contracts for its sustainable pulp products, facilitated by GBP INTERNATIONAL's network and expertise in international trade.

Successes and Achievements:

Environmental Leadership: Through its partnership with GBP INTERNATIONAL, Ecopaper successfully established a sustainable pulp and paper factory in Malaysia, using EFBs as a renewable raw material. By adopting advanced manufacturing technologies and stringent environmental practices, Ecopaper minimized its environmental footprint and set new industry benchmarks for sustainability.

Market Expansion and Trading Contracts: Ecopaper's collaboration with GBP INTERNATIONAL facilitated the initiation of trading contracts for its sustainable pulp products, enabling market expansion beyond Malaysia. The company's commitment to sustainability resonated with environmentally conscious consumers and businesses, driving demand for its products in international markets.

Strategic Technology Partnerships: Ecopaper's partnerships with technology companies in Europe and the USA, orchestrated by GBP INTERNATIONAL, provided access to cutting-edge innovations and expertise in pulp and paper manufacturing. These collaborations enhanced Ecopaper's production capabilities and reinforced its position as an industry leader in sustainability.

Economic Growth and Innovation: Ecopaper's expansion in Malaysia, supported by GBP INTERNATIONAL, contributed to economic growth and innovation in the region. The project created employment opportunities and fostered partnerships that stimulated technological advancements and business development in the sustainable manufacturing sector.

Conclusion:

The collaboration between Ecopaper and GBP INTERNATIONAL exemplifies the successful execution of a sustainable business expansion project in Malaysia. By leveraging strategic partnerships with technology companies and initiating trading contracts for its products, Ecopaper not only established itself as a leader in sustainable pulp and paper manufacturing but also drove economic growth and innovation in the region. As Ecopaper continues to thrive, its partnership with GBP INTERNATIONAL serves as a testament to the power of strategic collaboration in achieving environmental sustainability and business success on a global scale.

Selected customer references



Award 2024 Among Top 10 Consulting Firms check link [here](https://www.asiabusinessoutlook.com/special/vendor/gbp-international-pioneering-tomorrow-s-consulting-landscape-through-innovation-and-sustainability-cid-2873.html#google_vignette)

Award by Asia Business Outlook Magazine – March/2024 for Top 10 Consulting Companies in Malaysia

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