



FRD Center Market Entry Services



Corporate Presentation

FRD Center Market Entry Services

www.market-entry.ro – a privately owned market entry and M&A consulting firm

FRD Center is a privately owned boutique-type firm which provides customised market entry services, M&A assistance, deal origination, B2B matchmaking and tailor-made market research for foreign companies interested to enter Romania and the emerging markets in Europe as exporters, investors, producers or joint-ventures, to source in CE, SE and Eastern Europe, to acquire a local player or to relocate their manufacturing operations in the region.

Since 2000, FRD Center is the trade consultant for the Irish Government Agency, Enterprise Ireland.

Our clients include PE funds, corporations, export promotion agencies, governmental agencies, international trade organisations, chambers of commerce from: Austria, Bulgaria, Canada, China, Czech Republic, Denmark, Finland, Germany, Greece, Ireland, India, Israel, Italy, Jordan, Latvia, Lithuania, The Netherlands, Norway, Poland, Spain, South Africa, Sweden, UK, USA etc.

FRD Center is the local partner of the Global Consulting Network-GCN, of Emery International and of M&A Worldwide network, a local trade consultant of Finpro (Finland), of Asturex (Spain), of Switzerland Global Enterprise etc. Since 2010, FRD Center is the local representative of Instituto de Fomento Region de Murcia, Spain.





Services



The market-entry consulting services are tailored to fit the Client's requirements. Our approach is personalised, with a Client Services style similar to the advertising agencies structure.

Our market entry services include:

- market research
- market opportunity analysis / assessment
- target and deal origination
- data collection
- sector studies and market briefs
- business intelligence
- competitor analysis; company analysis
- background checks: Individual, Company
- business development
- product presentation
- roundtables with KOLs
- identification, selection, profiling of M&A / investment targets
- identification of market opportunities: sourcing, sales etc.
- identification of best routes to the market, market barriers
- B2B matchmaking, trade missions



Expertise

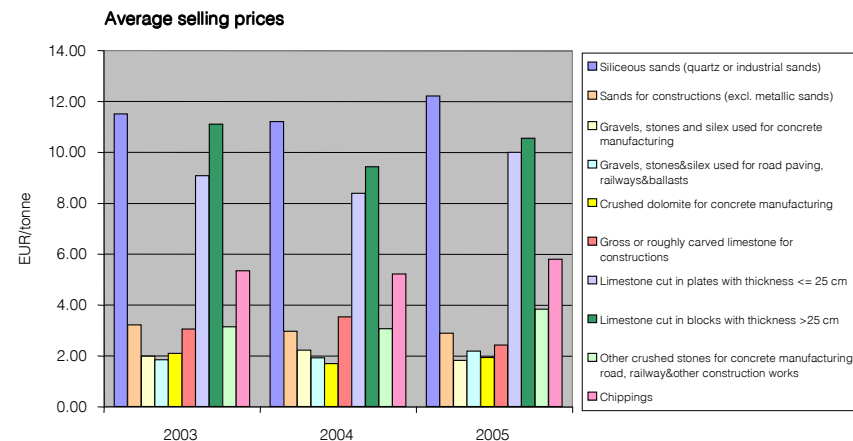


Some of the sectors covered to date are:

- building and construction: services, materials, equipment
- automotive, transportation
- industrial manufacturing, electronics, tools
- metallurgy and mining
- software, telecom, IT&C, BPO
- medical supplies, devices, equipment
- health services
- laboratory equipment and substances
- pharmaceuticals
- furniture and home decor
- wastewater treatment, waste management
- environmental technologies, cleantech
- green energy, bio-fuels, LPG, wind power, PV
- agricultural machinery and equipment
- agri-business, animal nutrition
- oil & gas, lubricants
- paints and varnishes, special coating
- chemicals, fertilizers
- textiles, knitwear
- banking, non-banking financial services
- training, education services
- printing, book publication
- foods & beverages, alcoholic drinks
- FMCGs, retail

Track record to date:

- over 200 market reports and sectorial studies
- over 50 target origination projects
- over 2200 detailed company profiles, commercial due diligence and financial reports, competitive analysis
- several international franchising projects
- over 50 market briefs and presentations
- 26 trade missions to Romania from Ireland, Spain, Netherlands, Latvia, USA
- over 75 market opportunities assessment projects
- over 100 projects for partners and providers identification, selection and profiling
- 14 M&As advisory and support projects



Examples of Case Studies



Case Study One:

Comprehensive Market Research - Chemical Fertilisers in Romania: trade and logistic aspects

The Challenge:

Our Client is UK-based market research firm operating at global level. They have requested FRD Center's support in covering the local data gathering related to trade aspects of the chemical fertilisers in Romania.

The Solution:

After receiving the specific Market Research Brief from the Client and having established together with the Client their objectives and expectations, FRD Center's team carried out a comprehensive market research and market intelligence gathering using desk research, official statistic data and 1-2-1 interviews with players and KOLs in the sector.

It resulted a 35 page report with comprehensive market data and in-depth profiles and analysis of players active in the Chemical Fertilisers sector in Romania.

Case Study Two:

Search and Selection of providers of complex services in technology manufacturing in Romania

The Challenge:

Our Client is a major global automotive manufacturer. Their regional office in Eastern Europe, based in Poland, requested FRD's support in identifying and selecting local companies offering specialised complex 3D CAD supported technology manufacturing process.

The Solution:

Once we clarified with the Client their objectives, selection criteria and expectations, the FRD Center consultants carried out an extensive search & selection process, identifying, selecting and interviewing local services providers and qualifying those that supplied satisfactory services, references and project portfolios.

Resulting from this project, the Client obtained verified contact details and brief profiles of local 3D CAD technology providers, accompanied by comments and recommendations from the FRD consultants. The 2nd stage has been the Client's local visit to Romania and 1-2-1 meetings during visits to the shortlisted local companies.

Examples of Case Studies



Case Study Three:

Comprehensive Market Research and Players Analysis - the BPO services in Romania

The Challenge:

The Client is an Italian provider of BPO services with a presence in Romania. The company is looking to further develop its local operations and is researching the market in order to decide on the best strategy for development.

The Solution:

FRD Center provided in depth market research and analysis services which resulted in a comprehensive market report, detailed profiles of the companies active in this market in Romania, examples of salaries, insights from potential local clients, expected trends in the market, estimated evolution of employee pool etc.

The Client was fully satisfied with the outcome and used the analysis in its development strategy.

Case Study Four:

Target Origination in the LPG sector in Romania

The Challenge:

The Client is an internationally renowned Irish corporate financial organisation looking to expand its operations in Central Eastern Europe through the acquisition of a local player in the LPG sector in Romania.

The Solution:

FRD Center provided market research services which resulted in a comprehensive market report and detailed profiles of the companies active in this market in Romania.

Also, the services provided were the selection of most suitable candidates, direct approach for interest assessment, securing meetings with the target-companies and logistic support during the business itinerary in Romania as well as consultancy during discussions with the candidates.

Examples of Case Studies



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Case Study Five:

In-depth Market Analysis and Target Origination in the Aggregates Sector in Romania

The Challenge:

The Client is a 224.7 million GBP profit (June 2007) construction materials company with headquarters in the UK looking to expand its operations in Central Eastern Europe, most likely through the acquisition of a local player.

The Solution:

FRD Center provided comprehensive market research services which resulted in a detailed market report, market opportunities assessment, players profiles, identification and selection of potential target-companies, market entry strategies assessment.

As follow-up, FRD Center was requested by the Client to deliver also a comprehensive sector presentation in London.

Case Study Six:

Comprehensive market opportunities assessment report in Romania and Bulgaria – NPK fertilisers

The Challenge:

The Client is a major Middle Eastern company, part of a group of companies looking to expand to the Eastern Europe markets.

The Solution:

FRD Center provided comprehensive market research services which resulted in a detailed market report, market opportunities assessment, in-depth players profiles, suggestions for market entry tactics etc.

As a second stage, a Marketing Strategy has been designed and several B2B matchmaking events in the region have been generated for the Client.

Examples of Case Studies



Case Study Seven:

B2B Matchmaking in the beauty and personal care sector in Romania, Poland and Hungary

The Challenge:

The Client is a Greek producer of beauty and personal care items looking to expand onto the Emerging Markets in Europe, such as Romania, Poland and Hungary . The Client have commissioned FRD Center to carry out comprehensive B2B matchmaking with relevant players in these markets.

The Solution:

FRD Center's team and local partners have developed a comprehensive market scan in each of the markets using desk research, own d-bases in the sector, product presentation to relevant targets, 1-2-1 interviews with players etc.

Thus was generated a multi-country business itinerary with F2F meetings for the Client and the local interested players which resulted in sales into the respective markets.

Case Study Eight:

Data collection and analysis in Czech Republic and Romania – medical sector

The Challenge:

The Client is a US based major multi-specialty health care company focused on discovering, developing and commercializing innovative pharmaceuticals, biologics and medical devices that enable people to live life to its greatest potential.

Through one of our partners, a British consulting firm, the Client have commissioned FRD Center to collect and analyse market data regarding specific cosmetic and plastic surgery procedures.

The Solution:

FRD Center identified relevant targets, secured one-to-one meetings/telephone calls and carried out 40 interviews – in each country - with plastic surgeons, cosmetics specialists, experts in beauty procedures etc. in the Czech Republic and Romania. The data was centralized, analysed and provided to the consulting company partner for final analysis.



Examples of Case Studies

Case Study Nine:

Deal Origination in Green Energy in Romania

The Challenge:

The Client is an Irish private investment fund. The Client was looking to make significant investments in green energy in Romania through the acquisition of a local player / several local players and has commissioned FRD Center to carry out a comprehensive Deal Origination and Target Search process.

The Solution:

FRD Center provided extensive advisory services, market research services, identification and profiling of targets, direct liaison and negotiations with local players, assistance with business itinerary, negotiations and local representation in-between the Client visits. FRD Center's services also included consultancy and Client representation during the due diligence phase.

Case Study Ten:

B2B Matchmaking in the Medical Devices Sector in Romania, Slovakia and Czech Republic

The Challenge:

The Client is a Israeliian firm representing a Chinese manufacturer of orthopedic surgical implants and instruments looking to expand its operations in Central Eastern Europe.

The Solution:

FRD Center and local partners provided comprehensive market scan and selection services which resulted in a detailed players profiles, 1-2-1 meetings with interested local parties and sales presentations.

As follow-up, FRD Center was requested by the Client to facilitate similar services in markets in Northern Africa.

Recent clients

- General Motors
- Switzerland Global Enterprise
- Harsha Engineering
- Skeie Seating
- Naton Medical Group
- ICAP
- Valians / Novozymes
- Lorca Nutricion Animal – Guadalen
- Dutch Embassy in Romania
- Johnson Metall
- Logitek
- ACCIO
- FINPRO
- Finnish Agrotechnology Growth Program
- Canadian Embassy in Romania
- Aliminter SA Spain
- Sigvaris
- Castelomega
- US Embassy Bucharest
- Prime Ventures
- Comdata Italy
- CR2 Ireland
- TTI Techtronic Industries
- M-Brain
- Cana Laboratories
- Garsan Cereales y Harinas SA
- Grupo FEMXA
- Camara de Comercio Murcia
- Kitalpha Med Ltd
- Glenmark Pharmaceuticals
- Kamedis
- PPI Adhesives
- GatewayBaltic
- Wichary



Clients



Long-term FRD Center clients include:

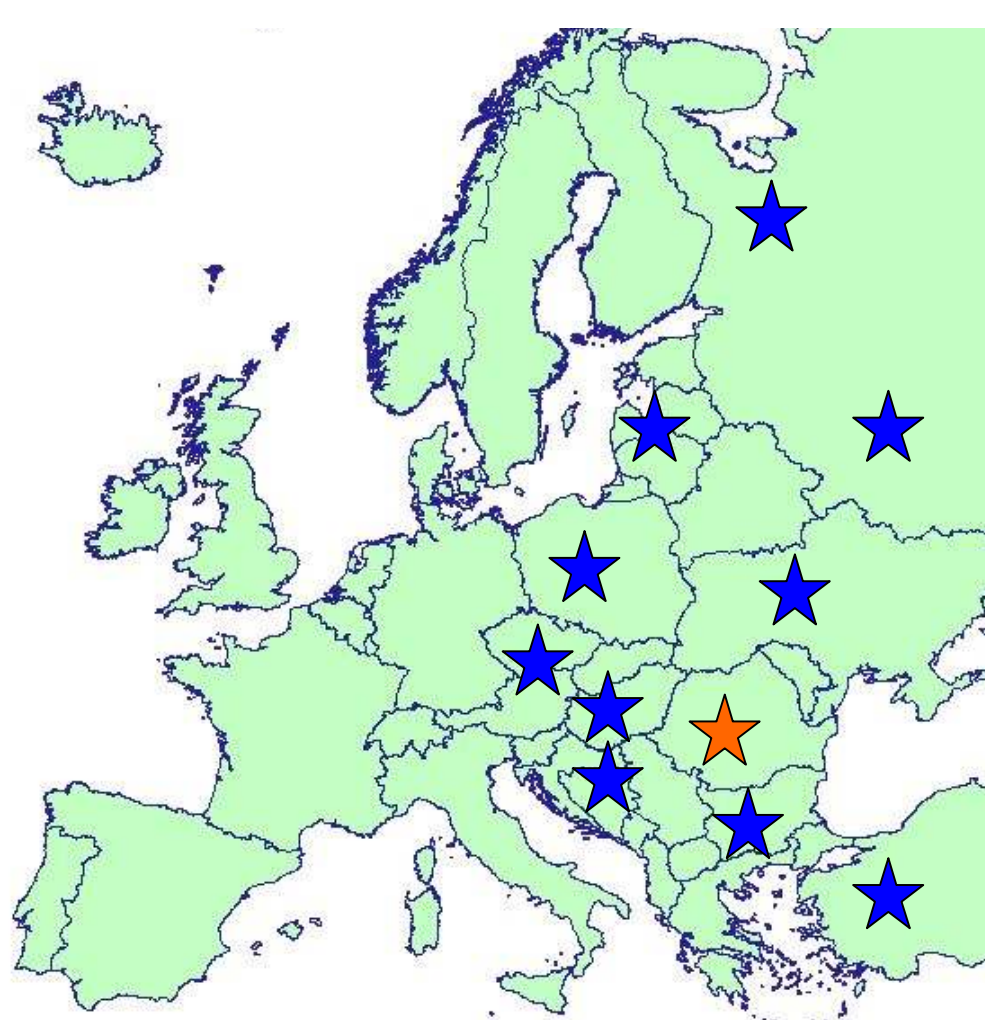
- Enterprise Ireland – the Irish Governmental Agency for Trade and Technology
- PMR Consulting Ltd.
- International Management Development – IMD Lausanne
- ACCIO
- FINPRO

Some other distinguished FRD Center clients are:

- | | | | |
|---------------------------|-----------------------|--------------------------|----------------------------|
| - Hydroplan Norway | - Faessler AG | - Industrias Vicma SA | - PM Group |
| - Manaseer Chemicals | - Target Trade Israel | - Trocellen GmbH | - Iberned Grup SL |
| - Mary Brown’s Canada | - Innovation Norway | Germany | - Dansk Industri |
| - Boston Consulting Group | - I & JL Brown UK | - Reciplast SL | - Viajes Olympia Mar |
| - John Sisk & Son | - AMR International | - Two-Ten Health | - SAP Group |
| - DCC Corporate Finance | - Yuvalon Ltd. Israel | - Asavie | - Jennings O’Donovan |
| - CKE Restaurants | - Medentech Ireland | - Treatment Systems Ltd. | - Monex Financial Services |
| - Norkom Technologies | - Hanson plc. | - Combilift Ltd. | - Bimeda Veterinary |
| - Allergan Inc. | - Resna Lithuania | - MetPro Group | Products |
| - FloGas Ireland | - IONA Technologies | - Murray O Laoire | - Hydro International |
| - Macalla Software | - Titan Eko | Architects | - ORS Consulting |
| - Clore Automotive USA | - Ikarus Ltd. | - Shenick Network | - Alatto Technologies |
| - Fair Isaac Inc. | - Netsure | Systems | - Idiró |
| - HistoBest Canada | - ChangingWorlds | - Microchem Ireland | - Openmind Networks |
| - ProfVet Norway | - Zarion Ireland | - Bioverda GmbH | - Openet Telecom |
| - Crannog Software | - DBI | - Cape Technologies | - TaxBack International |
| - Dromone Engineering | - E-Spatial | - MetPro Group | - EmergentSky Ltd. |
| - Xiam Software | - KleenFlo Canada | - Prodieco | - ATA Group |
| - La Vie En Rose Canada | - RAEF | - Conference of Great | - Ellinis Group Ltd |
| | | Lakes and St. Lawrence | |

Regional Partners

In CE, SE and Eastern Europe, FRD Center collaborates with local partner-companies



International Partners

At global level, FRD Center collaborates with a number of relevant international partners. Some of them are:

- Davier Consultants Canada
- Handel Export N. Ireland
- SONSEC Germany
- avanTARGET UK
- MC Xtend Italy
- Cassel International Business Consulting USA
- Equantia Global Consulting Spain
- Koobet Argentina
- GBZ Consult UK
- Swords Consultancy Ltd. Ireland
- Lagerkvist International Sweden
- BLC Group Cyprus
- Lapis Business Consulting ltd Israel
- Precision One UK
- Zelos Communications Canada
- IBS Global Consulting USA
- EPC Australia
- Expand International Germany
- Vine Tree UK
- Fraser International UK
- ACS Acquisition Services Austria
- Trade & Investment Center BV Holland
- Moth & Partners International



Team

FRD Center operates with a team of 4 core senior consultants specialised in Market Research, Business Matchmaking, M&A Advisory, Market Entry Strategy and Market Development.

A pool of over 10 experienced sector-specialists cover fields of interest at a particular time.

Specialist consultant-partners cover areas such as Finance, Management Consulting, Training, Recruitment, Legal Consulting etc.



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