

SHANDA CONSULT

Local expertise for
cross-border
industrial investments

Bringing cross-border
Joint-Venture Partners
together



We build bridges...



... between Europe and the Middle East!



We build bridges between industrialists and strategical investors from Europe and the Middle East

Our Expertise

Operating and working in Middle East countries since decades and centrally located in Cyprus, the management of Shanda Consult benefits from its deep understanding of the cultures and market mechanisms of Middle East countries. Resilient networks in the Middle East are enabling us to deliver reliable services on the macro level of many Middle East countries.

Being of German origin, the management of Shanda Consult, often together with its partners, is well connected with industrialists and strategic investors in Germany, Switzerland and Austria, and its neighbouring countries.



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Our Scope of Services

Our various services cover the following ranges:

- **Localisation Consulting and Services** ▶
- **Problem Prevention and Problem Solving** ▶
- **Joint-Venture Partner and Strategical Investor Search** ▶

Localisation and Consulting Services

Our Approach

The plan to invest in production facilities in an other country or to localise or relocate a business or an industrial establishment requires the consideration of important factors based on the strategy and project definition of a company, prior to the actual decision.

Deciding to invest in another country is lengthy and difficult process, full of details and possible loopholes, which requires local know-how and expertise. If a Joint Venture partner or business partner is involved in the other country, even more caution is necessary.

We advise, guide and assist industrial enterprises and strategical investors from Germany, Switzerland, Austria and other European countries during pre-decision and initial stages of industrial investments in the Middle East.

Localisation and Consulting Services

Our Passion

Consulting investors regarding their industrial investment in other countries, assisting investors in determining suitable and matching investment partners or business partners, and accompanying our clients when preparing and realising their industrial investment in another country is our passion!

We advise, guide and assist industrial enterprises and strategical investors from Germany, Switzerland, Austria and other European countries during pre-decision and initial stages of industrial investments in the Middle East and in Cyprus.

Localisation and Consulting Services

Our Support

We are typically (but not only) hired for the provision of the following services:

- Local Know-How
- Intercultural Communication Coaching
- Location Studies
- Market Surveys
- Feasibility Studies
- Stakeholder Mapping
- Strategy Development
- Localising possible Cooperation / Joint-Venture Partners
- Tax Advice and Legal Advice
- Communication with Official Bodies and Ministries, Permits, Licences
- Securing legitimate political support

Problem Prevention and Problem Solving

Our Approach

The prevention of problems is indeed better than having to solve problems!

Therefore, we always have a cautious eye on potential problematic areas and issues, and we develop preventive measures together with our clients and implement accordingly, when ever possible.

Sometimes, however, problems cannot be predicted. In this case, we provide our clients with all our expertise and skills, in order to achieve effective and satisfactory solutions.





Problem Prevention and Problem Solving

Our Support

Our support of problem prevention and problem solving generally includes one or more of the following services, among others:

- Stakeholder Mapping
- Development of Strategy
- Communication with Local Stakeholders, Ministries, Partners etc.
- Securing Political Support
- Crises Management
- Mediation
- Developing Alternative Solutions
- Implementation



Joint-Venture Partner and Strategical Investor Search

Our Support to the Industry and to Investors

A positive investment decision as a result of our Localisation Consulting and Services often naturally leads to the search for suitable Joint-Venture Partners in the country of investment.

German and European industrial investors almost always prefer to invest in and operate their foreign industrial establishments together with a local Joint-Venture Partner, in order to benefit from local expertise.

Industrial estates in the Middle East, on the other hand, often prefer to realise a planned investment into modernisation or extension of production facilities together with a German or European industrial or strategical investor, in order to benefit from their expertise.

Last but not least, a growing number of German and European strategical investors with industrial background are looking for tangible investment opportunities in countries of the Middle East.



Joint-Venture Partner and Strategical Investor Search

Typical Scenarios for JV / Investor Searches:

Overall, there are four typical scenarios where clients request our sought-after expertise:

- German and other European industrial enterprises are seeking local Joint-Venture Partners for industrial investments in Middle East countries;
- German and other strategical investors looking for sustainable investment opportunities in industries of the Middle East;
- Industrial enterprises of the Middle East looking for German or European industrial Joint-Venture Partners, for their industrial projects in their own countries;
- Industrial enterprises of the Middle East looking for German or European strategical investors for their industrial projects in their own countries.



Joint-Venture Partner and Strategical Investor Search

For Clients Germany and Europe:

Globalisation often results in critical profit margins. Being closed to the target markets not only reduces transportation costs, warehousing costs and often production costs as well but consumers' perception of buying a "local" product increases acceptance and demand.

The growing population of the Middle East countries and increasing purchase power are putting the markets of the Middle East in the focus of both industrial and strategic investors from Germany, Switzerland, Austria and other European countries.

We are assisting both industrial and strategical investors to find their right Joint-Venture Partners or industrial investment mainly but not only in Egypt, India, Jordan, Kuwait, Iran, Lebanon, Qatar and Oman.



Joint-Venture Partner and Strategical Investor Search

For Clients from Middle East Countries:

The majority of industrial enterprises of the Middle East is focused on know-how and technology from Europe and particularly from Germany.

The globalisation opened markets and increased potential exports of emerging and developing economies, resulting in the need of more production capacities. At the same time, the availability of capital and funds for investment is often limited.

We take pride in supporting industrial development in a number of Middle East countries by providing suitable Joint-Venture partners, mostly industrial enterprises owned and run by families, and strategical investors from Germany, Switzerland, Austria and other EU countries.



We are here to serve you! Contact us!

In many cases we deliver our services in the name and on behalf of “EUMECON Europe Middle East Consultancy Association EEIG”, shortly EUMECON EEIG, an established Partnership of Shanda Consult and Dr. Jan Engelke.



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