

MDA CONSULTING

South East Asia

CORPORATE PRESENTATION

and

SUCCESS STORIES



MDA Consulting S.E.A. Co., Ltd.

June 2015

Strategy is important but execution is everything

Summary

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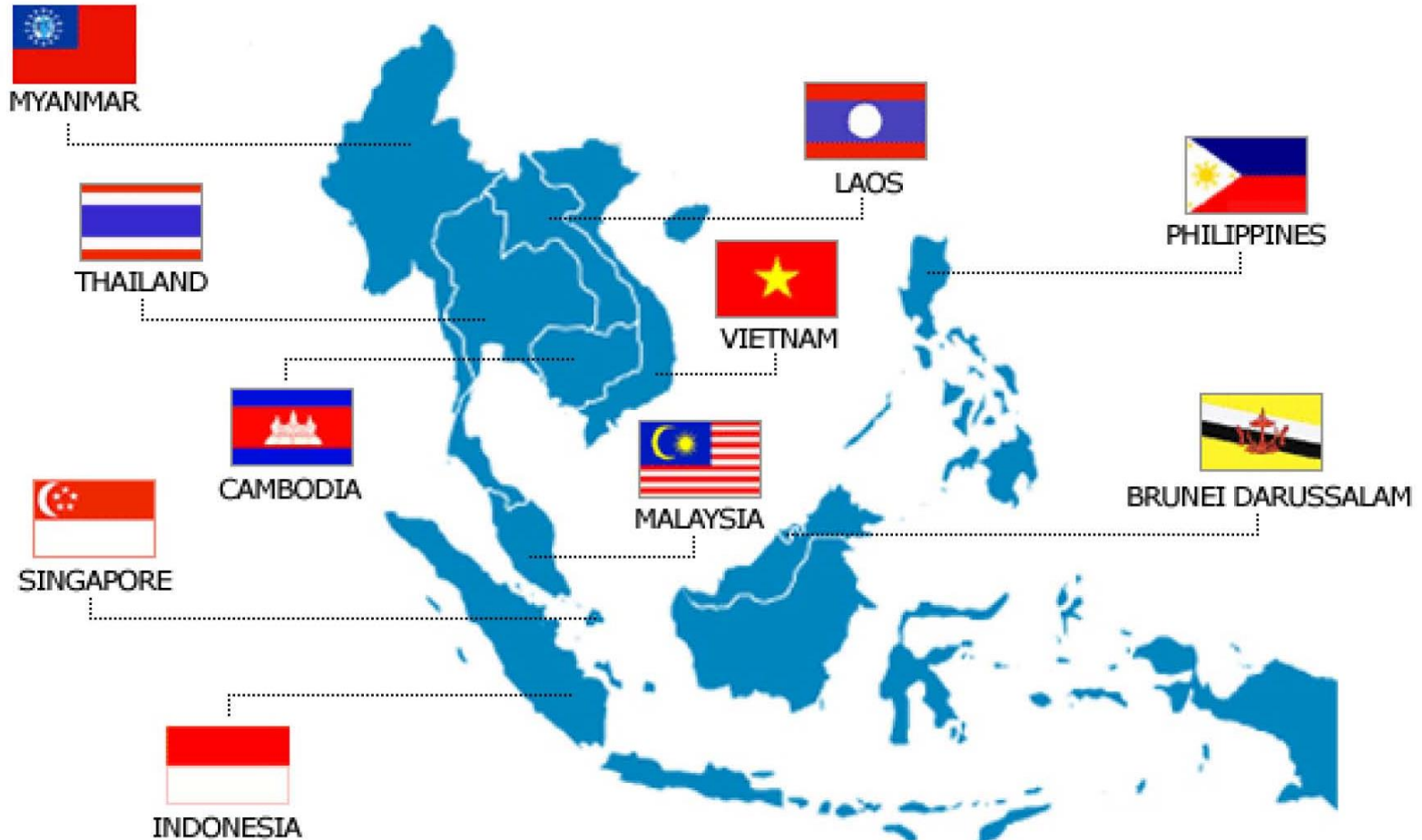
Contact Us

About Us

MDA Consulting South East Asia is an Italian-Thai Joint Venture established in 2005 operating in the consultancy business with focus on internationalization services.

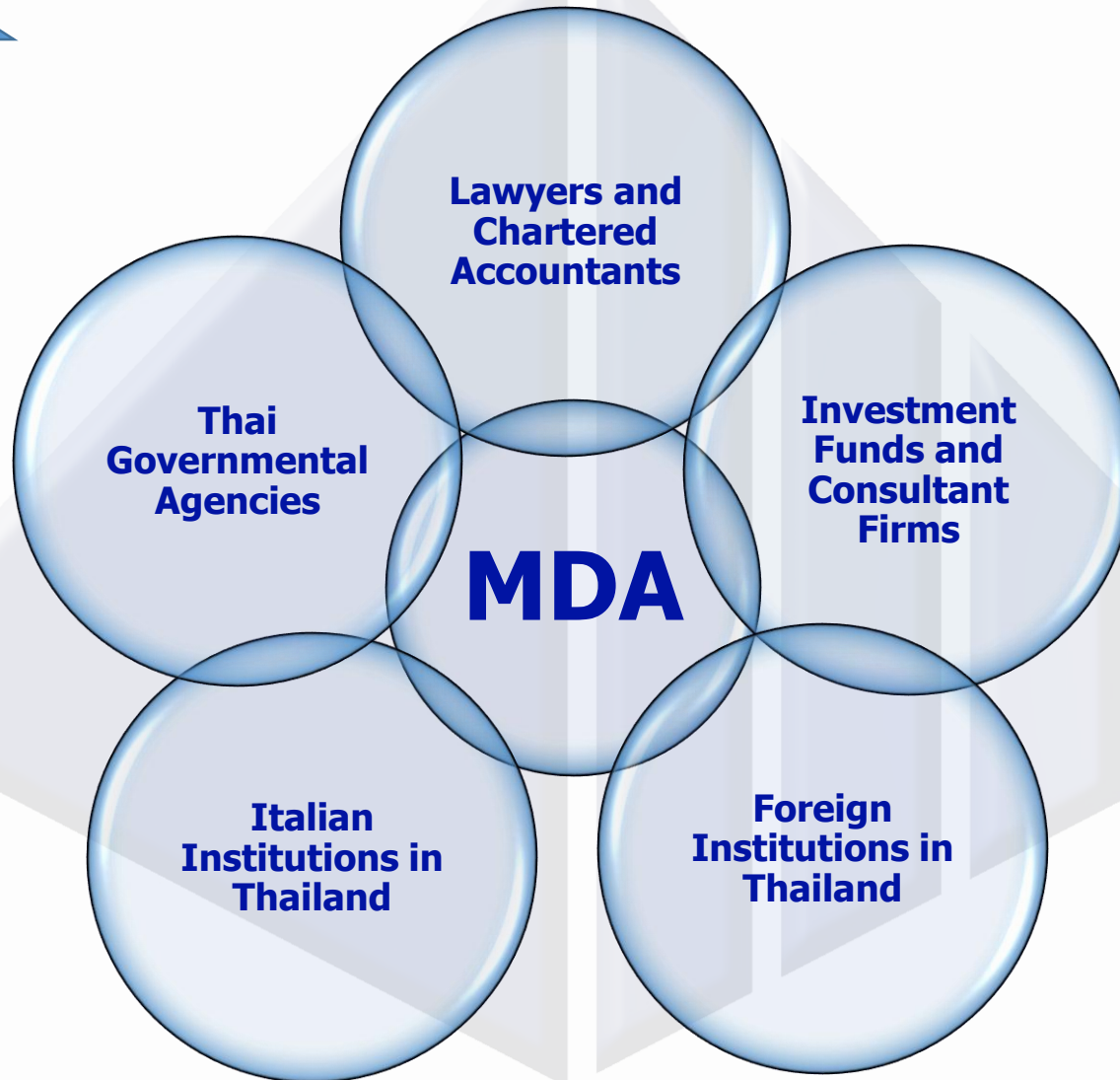
Our mission is to assist Companies and Organizations in their international market expansion to A.S.E.A.N. countries providing highly qualified consultancy services.

A.S.E.A.N.



Strategy is important but execution is everything

Our Network - Thailand



Strategy is important but execution is everything

Our Partners - Thailand

Consulting Firms



EUROPARTNER



FAREXPORT



International Funds

NAVIS

Thai Governmental Agency



Foreign Institutions in Thailand



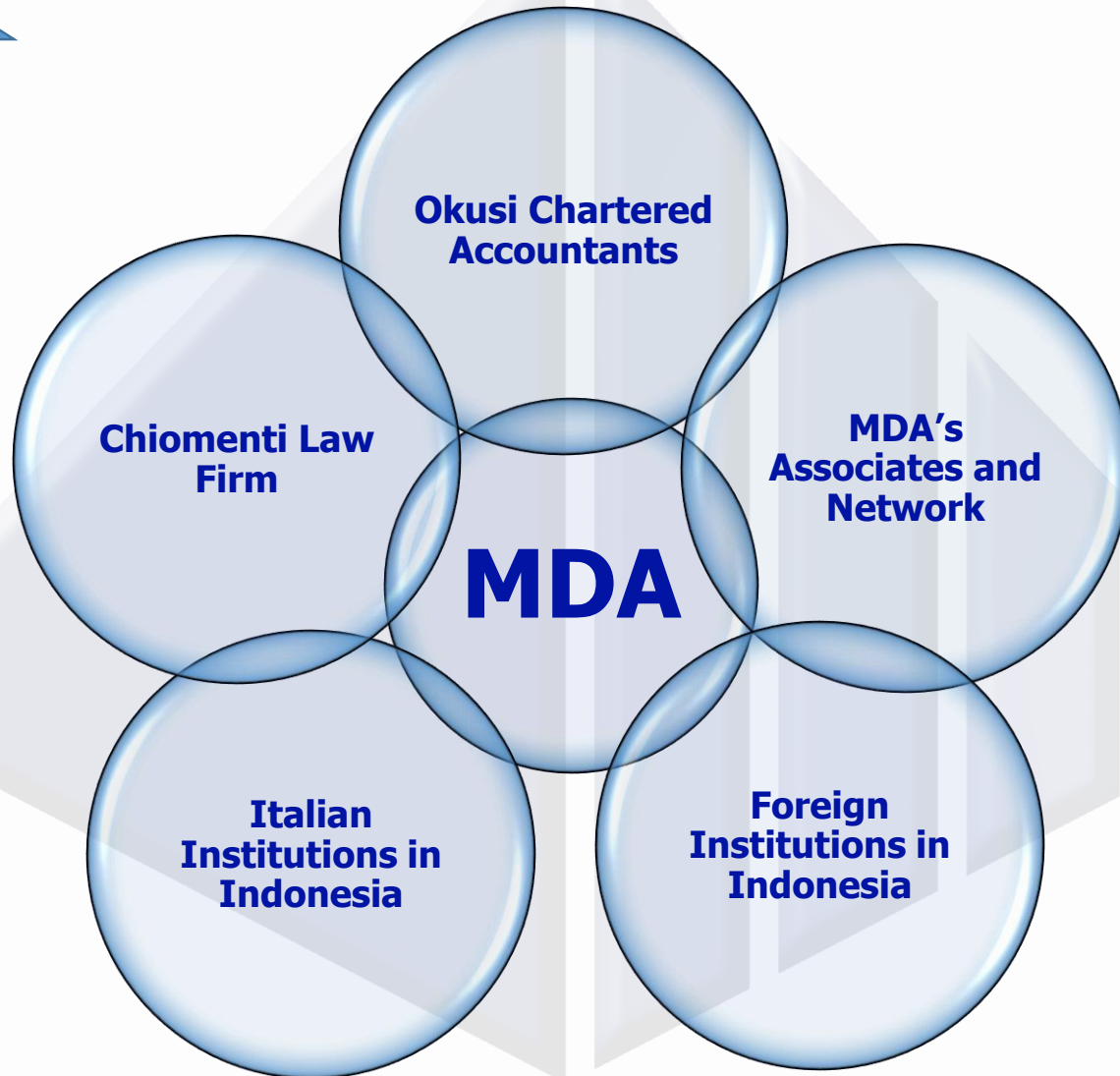
Italian Institutions in Thailand



Lawyers and Accountants



Our Network - Indonesia



Strategy is important but execution is everything

Our Partners - Indonesia

Consulting Firms



EUROPARTNER

MUTUALLINK

SEAMED Internasional

Foreign Institutions in Indonesia



Italian Institutions in Indonesia



Lawyers and Accountants



CHIOMENTI
STUDIO LEGALE

Okusi Associates
Indonesian Business &
Management Services

Governmental Agency



BKPM

MDA's Competences

International Expansion

- Company growth through international expansion projects
- Export of goods
- Acquisition and JV
- Production relocation
- Purchasing into low cost countries

Management Consultancy

- Strategy
- Control and organizational structure to identify new opportunities
- Monitor the company and verify the results

MDA Team



MDA Team

MDA Partner and Managing Director

Luca Vianelli is the Director of the Board of the European Trade Association for Business and Commerce (EABC) and founder and member of the Energy and Energy Efficiency EABC's Working Group. He is also Director of the Board of Thai - Italian Chamber of Commerce (TICC).

In 2005 he established MDA Consulting South East Asia and lives in Bangkok, Thailand, with his family.

He has industrial chemistry degree at University Statale of Milan and master at S. Anna Superior School of Pisa. He worked for Unilever in Italy and Europe and Pirelli Group in Italy and Indonesia. In 2000 he joined Bain & Company Team in charge for the Fiat-GM Strategic Alliance Project (Turin and Russelsheim).

MDA Executives and Staff

Experienced Key Accounts and Project Managers, proficient in three languages and familiarity of western culture and management

MDA's Services

Business Matching

Market Research and Analysis

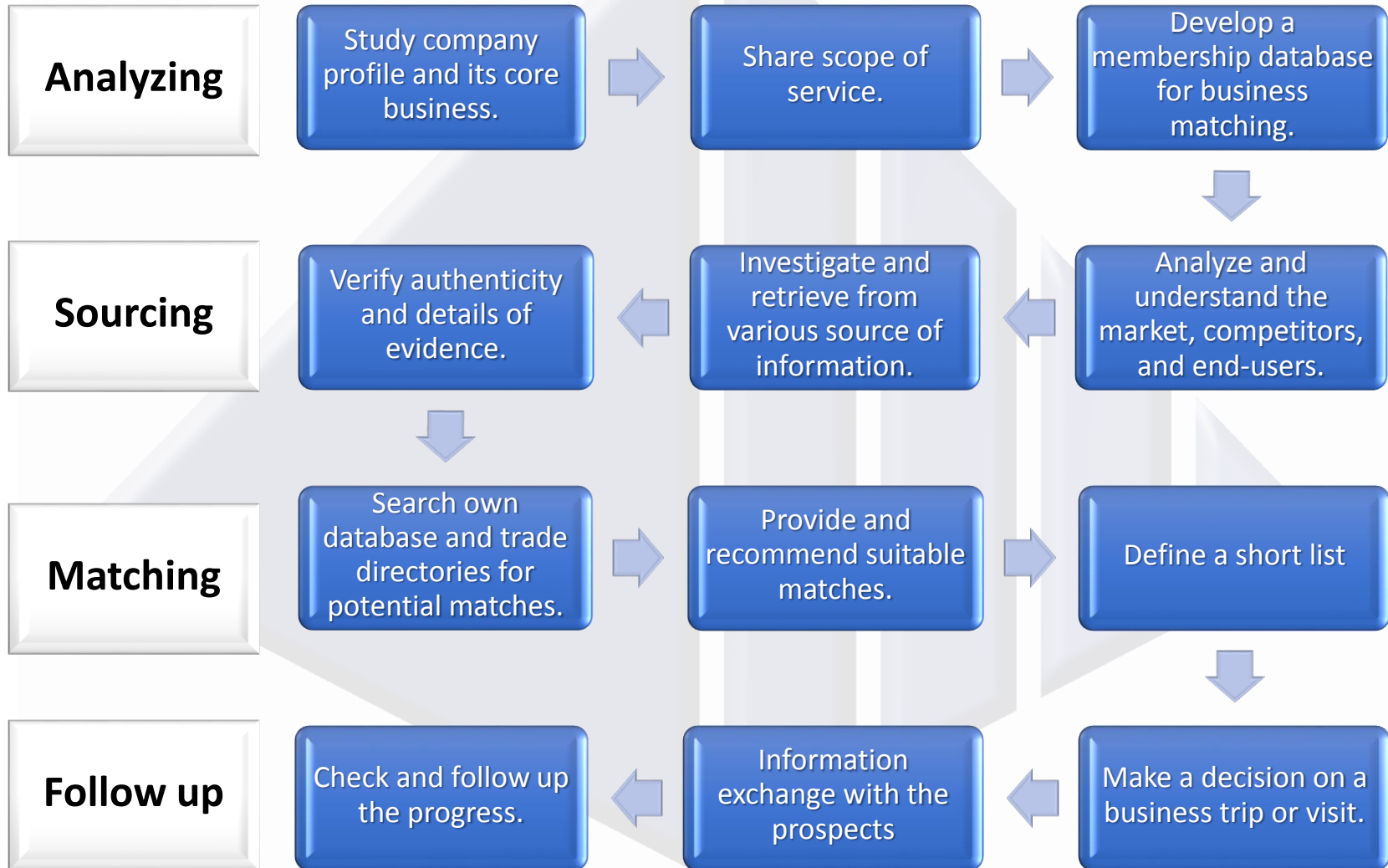
BOI Incentives

Acquisitions and Joint Ventures

Company Establishment

Seminar and Publications

Business Matching - Process



Strategy is important but execution is everything

Business Matching - Package

- ✓ Accommodation and transportation arrangement
- ✓ Meeting Agenda Schedule.
- ✓ Prepare the database and document for the meeting.
- ✓ Accompany customer to the meeting.
- ✓ Provide assistance for language and cultural barriers.
- ✓ Evaluate and discuss after the meeting to agree on the next steps.

Strategy is important but execution is everything

Business Matching – Ongoing Projects



**10 Buyers from
ASEAN**



**1 Thai Buyer in the
Leather Sector**



**Milan Expo 2015
Thailand Pavilion
search for services
providers**



**Italian Company
in the Chemical
Sector**



UNINDUSTRIA BOLOGNA



CENTRO ESTERO
CAMERE DI COMMERCIO D'ABRUZZO



Official HR Premium Partner



Business Matching – References - 1

Confindustria Roma

"Mission of Sistema" to Thailand

40 Companies from Italy (co-organizer)



Confindustria Club of 15

Entrepreneuria I visit to Bangkok

10 Companies from Vicenza, Brescia, Reggio Emilia and Bologna



OSMEP

Mission to Milan and Florence

10 Thai SME's companies in the leather sector



CO Export

5 Missions from Italy to Indonesia

Business matching organized for more than 30 Italian SME's



REGIONE LOMBARDIA

Pavilion at Metalex 2014

Business Matching for 7 Italian Sme's



Business Matching – References - 2



5 Buyers in the Renewable Energy and F&B sector have been selected



5 Thai Buyers in the Food & beverage sector have been selected



12 Thai Buyers have been selected in Architecture and Furniture sectors



3 Thai Buyers in the Food & beverage sector have been selected



Business Matching - Thailand - References - 3



The Machineries are the first product per value exported from Italy to Thailand; parts and spare parts the second

- Thailand sheet metal industry is the most developed in ASEAN and machineries and industrial automation fast growing
- Italian Machineries quality is very well perceived in Thailand and ASEAN, after sale service has to be improved
- Indonesia and Malaysia are also interesting markets to consolidate the penetration in South East Asia
- Innovation, quality, prices and service are the key of the success in approaching these markets

Business Matching - Indonesia - References - 4



Machineries with general application: € 146 M +74% (I Semester 2014)

- Italian Machineries quality is very well perceived in Indonesia and ASEAN, but prices are high and after sale service has to be improved
- In 2015 BKPM has planned to boost investment in upstream industry in an effort to reduce import of raw materials

ASEAN Market Research – Success Story (1)



Research in the motorcycle sector for 5 Markets.

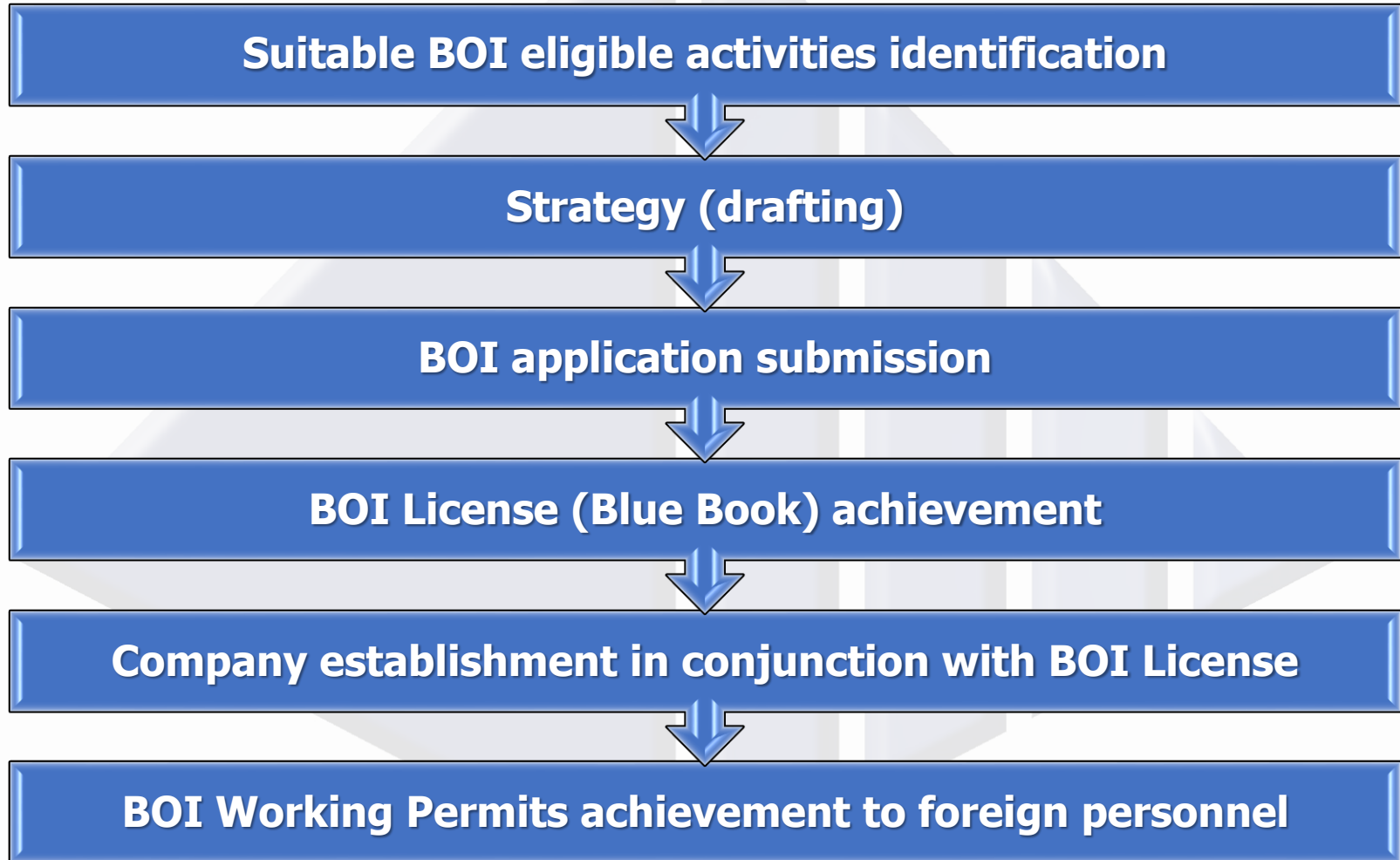
- Indonesia, Thailand, Philippines, Malaysia, Vietnam
- Collection of quantitative and qualitative data for the region
- Preparation of a Country profile with general and sectorial data for each Country
- Collection of Custom duty and Import export statistics
- Analysis of all the models and average prices present on the market



Market research in 2 Countries for the international expansion in South East Asia

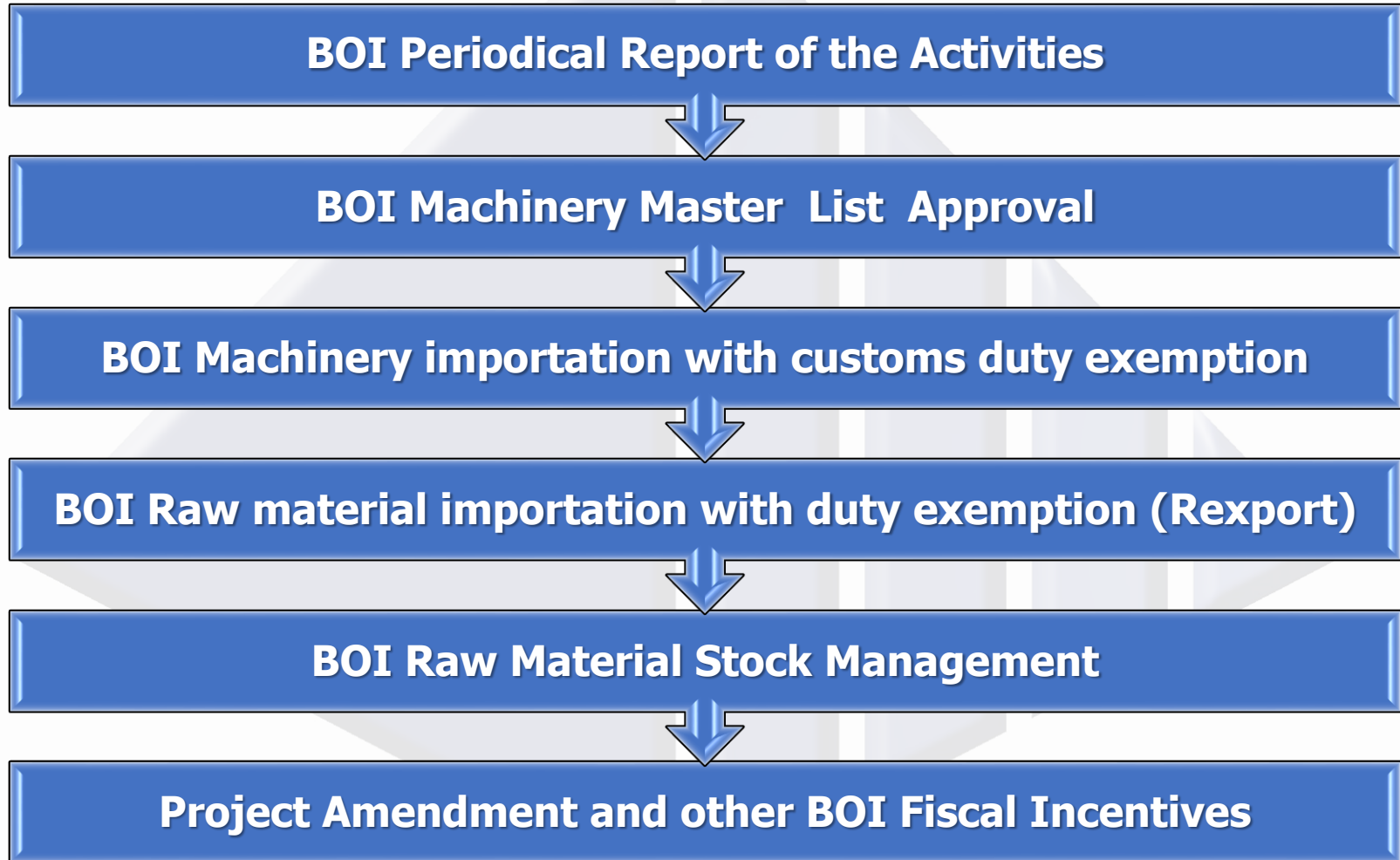
- Thailand, Malaysia
- International expansion strategy processing on the two markets
- Identification of the possible areas for the factory construction
- Recognition of the obtainable incentives from the Thai and Malay Governments
- Support during the principal visit to the areas identified
- Support during the editing and signature of the contract

BOI Investment Incentives in Thailand - 1



Strategy is important but execution is everything

BOI Investment Incentives in Thailand - 2



BOI Investment Incentives – Success Story (1)



BOI Additional Tax Measure to Rehabilitate Flood-Affected Investment

- In 2012 BOI has proposed additional fiscal incentives to Thai flooded factories
- RPS Technologies has been hit by the flood and forced to shut down all production activities for more than 10 months
- MDA proposed to Argomm – which was carrying on a due diligence to RPS – to apply to BOI Rehabilitation Incentives Package in order to get additional corporate tax incentives exemption
- MDA invited a BOI delegation to visit Argomm in Italy convincing them to apply
- MDA successfully achieved the BOI License helping RPS to plan a better value generation for the next 8 years of operations
- MDA completed his services achieving customs duties exemption on machineries to be imported and raw materials for the manufacturing

BOI Investment Incentives – Success Story (2)



MDA helped Danieli Far East to achieve 5 different BOI Licenses in 3 years

- Danieli developed in 10 years the largest Italian investment in Thailand with a dozen of workshops located in the Eastern Seaboard, near to industrial port of Laem Cha Bang and Sriracha
- The BOI Licenses achieved are in the field of Manufacturing of machineries, equipment and metal parts, Research & Development, Software Development, Skills Technology and Innovation (STI)
- Most of the Licenses gave to Danieli the best incentives package offered by BOI
- BOI Foreign Direct Investment policies helped Danieli to boost its leadership and competitiveness in the South East Asia Region
- STI Licenses has required an additional approval from an *ad hoc* scientific committee

BOI Investment Incentives – Success Story (3)



Faber
CYLINDERS

MDA helped Faber Cylinders to import all Machineries in duty exemption

- Faber (Chalybs cylinders) has achieved the BOI Incentives since 2008 and after a delay in the Project implementation has started to import all BOI Promoted machineries has been later installed in their new factory located in Rayong area;
- MDA consulted Faber on how to prepare the BOI Machineries Master Lists , on how to extended it and then finally how enter into the country without paying the customs duties;
- The Project wen trough 2 phases the second of which is still under implementation

Acquisition and Joint Venture

MDA can Provide all the necessary assistance to realize cross countries JV and acquisition.

Starting from the research, identification and selection of the right partners arriving to the assistance in the definition of the JV and acquisition contracts MDA can guarantee the strategic consultancy and the legal assistance in company establishment with overseas partners.

Acquisition and Joint Venture – Success stories (1)



UAC forms biogas JV with Italian firm

"UNIVERSAL ADSORBENTS & Chemicals has established UAC Energy, a subsidiary for design and construction of biogas plants, in a Joint venture with SEBIGAS, a leading Italian biogas firm, to seize business opportunities in Thailand and elsewhere in Asia."

The Nation, Wednesday 4 September 2013, Bangkok, Thailand

The future is renewable for UAC

"We have just formed a JV with Sebigas. The aim of the company will be to build biogas plants for groups that are active in this industry (...) the Energy Ministry has announced plans to expand biogas from 600 MW to 3,600 MW (...) However, we now have the technology and the expertise"

UAC Ceo, Bangkok Post, Friday 25 October 2013, Bangkok, Thailand



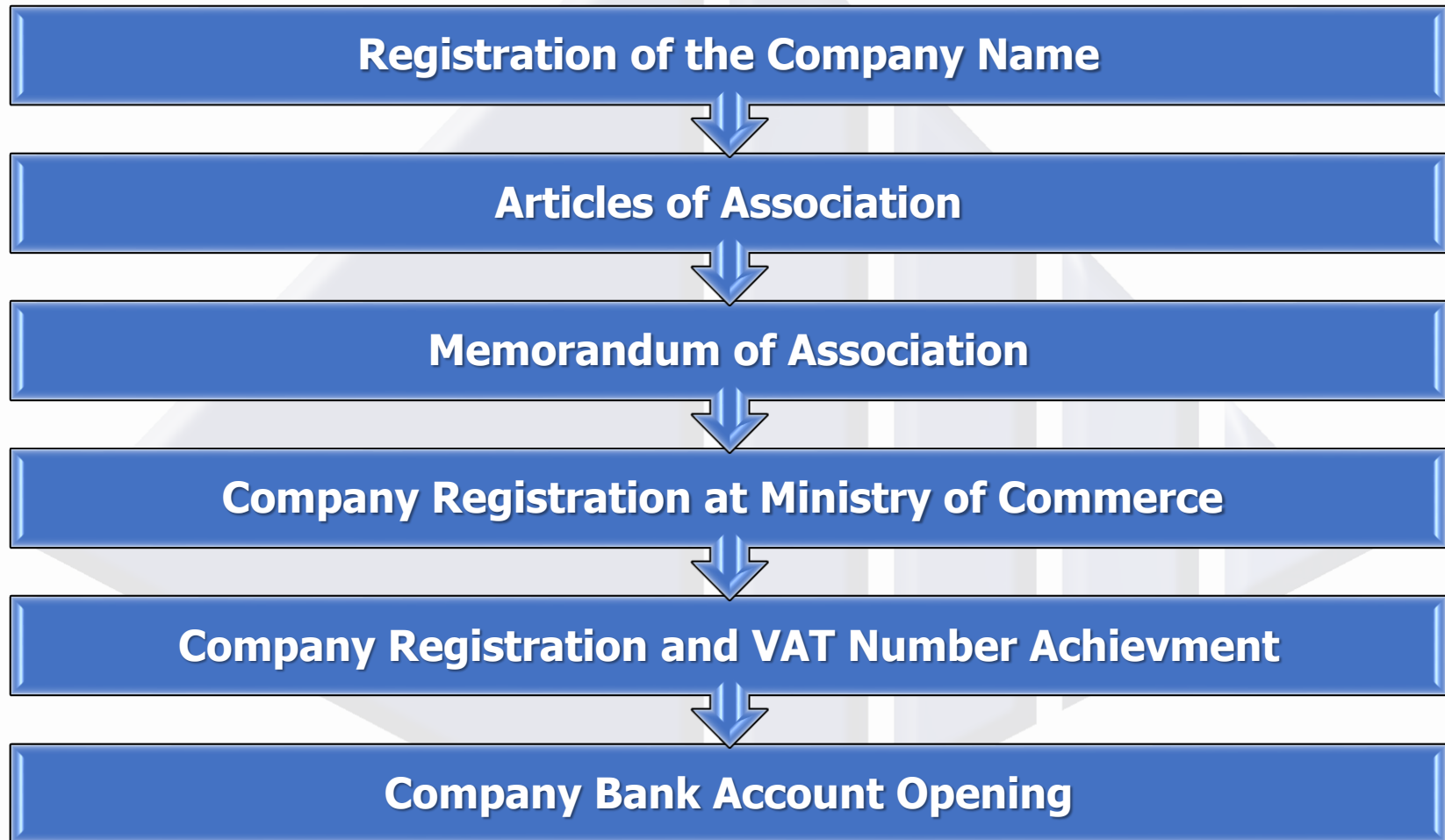
La bergamasca Argomm fa shopping in Thailandia

« Argomm, che dà lavoro a 650 dipendenti, fattura circa 62 milioni di euro, per la maggior parte nell'automotive (componenti tecnici in gomma, prodotti termoplastici e silicone liquido, magneti permanenti). L'obiettivo di medio periodo è arrivare a 100 milioni, anche in forza del nuovo piano di internazionalizzazione. Il primo passo, come detto, è stato l'Asia. Dopo avere vagliato diverse opportunità («abbiamo fatto scouting in Corea, Cina, India, Vietnam», spiega il Ceo), la scelta è caduta sulla Thailandia, dove Argomm ha rilevato dal fondo d'investimenti asiatico Navis Capital il 100% delle società Rps Technologies Ltd, realtà produttiva da 7,6 milioni a 35 km da Bangkok, e di Rps Technologies Inc, struttura commerciale e centro logistico in Ohio, in Usa.»

Il Sole 24 Ore, Giovedì 26 Settembre 2013, Milano, Italia

Ercole Galizzi, Argomm CEO and President of Confindustria Bergamo

Company Establishment



Seminars - 1

“ASEAN: The development of the world markets pass through South East Asia” (December 2012 Confindustria Vicenza, MDA consulting SEA)

ANIE Obiettivo Mondo: “Le nuove Frontiere di sviluppo dei Paesi Asean” (September 2012 ANIE, MC Asia, MDA Consulting SEA)

“Indonesia : The Golden Chance (December 2011 Confindustria Vicenza and Club dei 15, MDA Consulting SEA)

“Investire in Thailandia ”, Club dei 15 incontro con la comunita’ Italiana, Bangkok, November 2008, MDA Consulting

Seminars - 2

**“Thailandia: cambia il quadro politico ma gli affari continuano”
Confindustria Vicenza 2006, MDA Consulting**

**Electro Power system SpA: Green Technology (January 2013 Joint
Chamber of Commerce, MDA Consulting SEA**

Per ASIA: Market entry strategy in Thailand (2013)

**“BOI Road Show in Italy”: 12 Seminars in various Italian Provinces
in coordination with the local Confindustria (2006-2008)**

Publications



December 2011

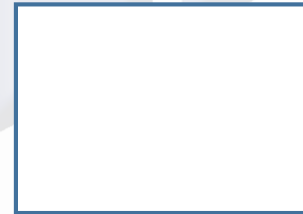
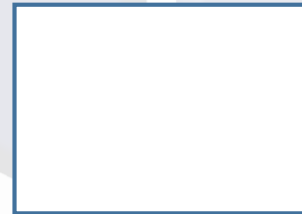
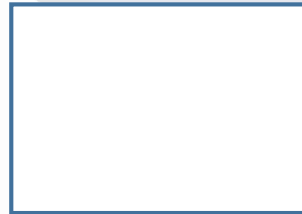
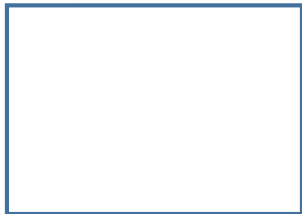
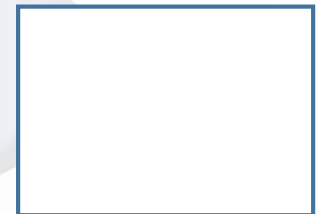
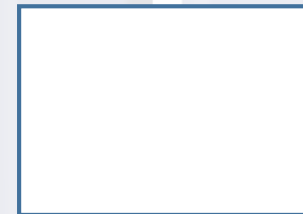
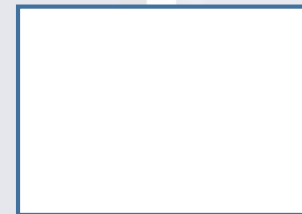
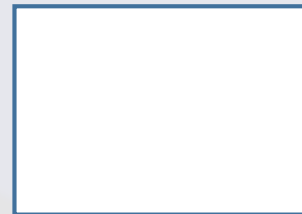


December 2012



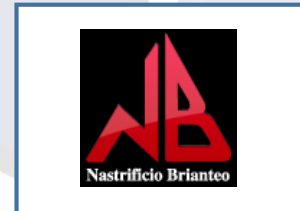
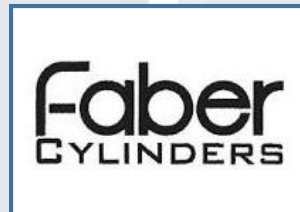
May 2014

Clients - 1



Strategy is important but execution is everything

Clients - 2



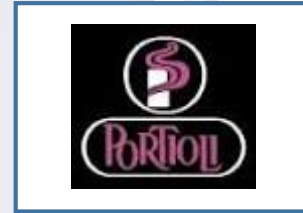
Strategy is important but execution is everything

Clients - 3



Strategy is important but execution is everything

Clients - 4



Strategy is important but execution is everything

Clients - 5



Strategy is important but execution is everything

Clients - 6



Strategy is important but execution is everything

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