

# CBI

Partners

Cross Border  
Implementation

## Market Access to Europe and Japan

Gaining business from Toyota or the Volkswagen Group is a guarantor for a successful expansion or entry to Asia and Europe. But many other makers and Tier-x-suppliers offer interesting chances, depending on your business objective as well.

German and Japanese companies still tend to make all major decisions in their global headquarters and prefer a local presence in their home country.

Developing the best market entry strategy, representing your products, target-customers, company size and financial means and establishing the corresponding local presence in Europe and Japan at the same time is a significant challenge. CBI has specialized in market-entry for newcomers, growth and/or restructuring of existing businesses, which do not deliver up to their full potential. CBI is a one-stop solution provider for your automotive business in Europe and Japan.

We listen to you, evaluate your options, execute benchmark projects, and finally help you implement your preferred set-up: Stand-alone, M&A, Partnerships or a full representation through CBI. Please contact us to learn more about our services.



# Business across borders –

## Why do it the hard way?

### CLASSICAL HURDLES

The German and Japanese automotive industry is more accessible than ever before, but the **classical hurdles and challenges** of starting and growing a successful business-relationship in both countries remain.

Customer Access, getting the right resources on board, executing initial projects pro-fessionally, creating & managing Joint Ventures & Partnerships are only some potential pitfalls.

### OUR EXPERIENCE

- ✓ Long time experience in the European and Japanese automotive industry & Market Entry Expertise
- ✓ For years CBI has been running automotive companies as permanent board-members or interim-managers. We have turned around and restructured many under-performing businesses and implemented sustainable change.
- ✓ We found JV partners or M&A targets and implemented strategies, which helped our clients to establish successful operations across borders fitting to their specific needs
- ✓ With the eye of 30 years of cross-border experience of each managing partner we know what is possible or not

### Our “ONE STOP APPROACH”

Based on our experience we have developed our **“ONE STOP APPROACH”** for customers who want to establish a successful company and become operational in weeks, without making huge investments or blocking their internal management resources with tasks they are not specialized in.

CBI defines your targets with you, and then provides you with everything from company foundation to customer access by utilizing our own staff or by building teams of specialists, which you dispatch to your target country.

For SMEs it takes a tremendous effort to become operative in Germany or Japan, even with a small sales office. Identifying a suitable office, hiring local management resources, staff, training etc. leads to high costs during the first 2 years. During this time your team is often not effective and faces a slow, often frustrating learning curve.

CBI will reduce the necessary start-up costs and time to organize an effective team and access to the key customers and partners in the automotive industry.

CBI also manages effectively existing organizations which need adjustment to a new environment, e.g. to companies which need to reduce the size of operation or which face major change management tasks.



## ONE STOP SERVICE PROVIDER

We customize our service to the requirements you need:

### Our Core Services:

			
<b>Sales</b>	<b>Engineering &amp; Technical Project Management</b>	<b>Production</b>	<b>Indirect Functions</b>
We quickly provide sales or business area experts from a wide network of specialists	We provide engineers and technical project managers	We can build plants or out-source production	Quality IT and Human Resource Management

**Management from Operations to Strategy, M&A and Joint Ventures, we provide managers with decades of automotive experience**

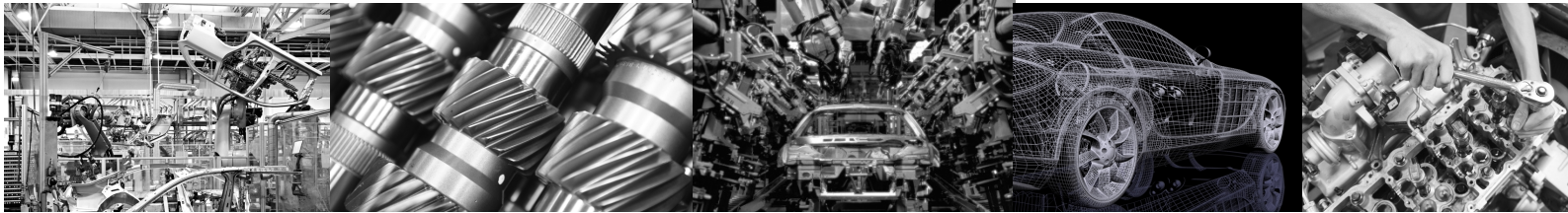
## Services to be customized to your needs

Company Foundations, Offices (real or virtual), Finance & Controlling, Telephone and Assistance Service, Meeting Rooms, Basic IT, etc....

**Everything you need to be operational within days**

### Your Benefits:

<b>Experience</b>	<ul style="list-style-type: none"> <li>✓ Specific automotive industry know-how</li> <li>✓ Highly experienced local experts</li> </ul>
<b>Speed</b>	<ul style="list-style-type: none"> <li>✓ Speed-to-Market: Offices, staff, specialists, network and experience are always available</li> </ul>
<b>Flexibility</b>	<ul style="list-style-type: none"> <li>✓ Facilities on demand: Services can be selected or dropped at any time</li> <li>✓ You can focus on your own business, removing administrative effort</li> <li>✓ Market entry, non-tariff barriers and other risks are reduced although wide contract flexibility (e.g. length of stay)</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>✓ Low transaction costs (e.g. for agents, lawyers)</li> <li>✓ Full cost control through transparent pricing structures for products and services</li> <li>✓ No additional initial costs for recruitment, staff motivation and staff development</li> <li>✓ No investments for furniture and technology necessary</li> <li>✓ No downtime and cost risk of own personnel or technological devices</li> </ul>



## Our References:



Eberspächer



automotive  
engineering



Verband der  
Automobilindustrie

The German Association of the Automotive Industry

## Contact us:

### Main Office Contact:

CBI Partners, **David Syrad**, Managing Partner

**Address** 2-34-15 Okurayama, Kohoku-ku, Yokohama,  
Kanagawa,  
222-0037 Japan

**Phone** Mobile: +81 80 1245 6221  
Office: +81 50 5534 3566

**Email** [dsyrad@cbixborders.com](mailto:dsyrad@cbixborders.com)

### European Office Contact:

CBI Partners **Dr. Tilo Schmid-Sehl** Managing Partner

**Address** Schickhardtstrasse 38  
D-72770 Reutlingen, Germany

**Phone** Mobile: +49 162 2819 418  
Office: +49 721 1387 178

**Email** [tschmid-sehl@cbixborders.com](mailto:tschmid-sehl@cbixborders.com)

Everything seems  
impossible,  
until it is done!

Nelson Mandela