



**Amerasia**

**YOUR INDEPENDENT  
PARTNER FOR THE EVOLVING  
CHINA MARKET**

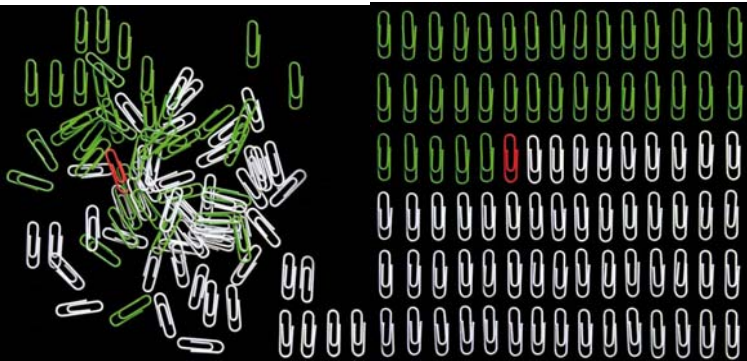
**Actionable Advice for China Market**

Maximize Performance, Mitigate Risk and Manage Change



For every client our strength is in identifying the issues that matter, setting the direction and being consistent. Whatever the challenge, however complex,

**We delivery the way.**



**WE DEMAND  
EXCELLENCE**


## Overview:

Amerasia is a business management consulting firm. We help leading organizations worldwide to understand and leverage China market strategy to create value in their business.

Recognizing that China market shape global market dynamics, Amerasia's small, multidisciplinary teams of experts work across functional and organizational boundaries to improve growth and profitability. Since the greatest value in strategy and its highest risk resides in the implementation, Amerasia also provides proven execution capability.

Our small, multidisciplinary team approach enables us to develop and execute innovative CHINA strategies that may not be identified by consultants using traditional team structures.

We deliver three critical elements to every project: Fact-Based Objectivity, Spirited Collaboration and Sustainable Results



Are you doing the  
right things  
during this  
recession ?



**Unparalleled Experience and Network  
Insightful Vision and Strategies  
For Growth and Investment Objectives**



## **Amerasia Differentiation**

1. **Senior-level business relationships.**
2. **Objectivity, independence and deep functional skills**
3. **Continuous development and renewal of intellectual capital**
4. **Strategy through execution capability**
5. **Small-multidisciplinary teams**
6. **Vertical industry expertise**

# Are you doing the right things during this recession ?

## Business Advisory Service

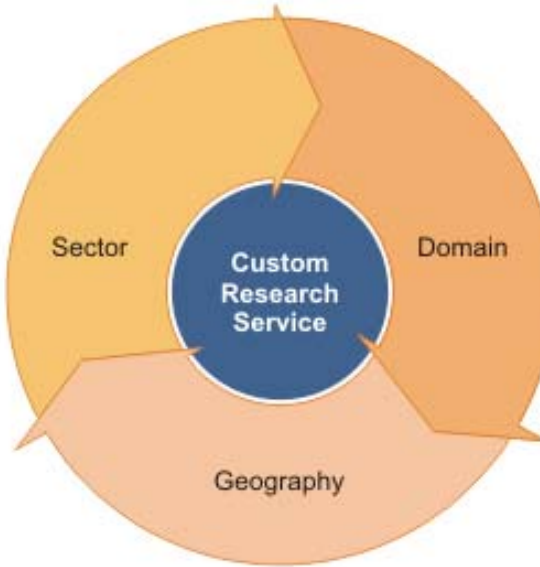
1. China Outsourcing Strategy
2. China Market Growth & Expansion Strategy
3. Operational Improvement Strategies
4. Private Equity and Investors China Market Advisory
5. Enterprise Asset Management Resources
6. Executive Support for Shared Services



# Amerasia Customized Research

**Aerospace**  
Automotive  
Banking & Capital Markets  
Chemicals  
Communications  
**Consumer Products**  
**Education**  
**Energy, Refining, Utilities & Mining**  
Engineering & construction  
**Financial Services**  
Manufacturing  
Media & Entertainment  
Government/Public Services

**Healthcare**  
**Hospitality & leisure**  
Industrial Products  
Insurance  
Information Technology  
Investment Management & Real Estate  
Pharmaceuticals & Life Sciences  
**Private Equity & VC**  
Retail & Consumer  
Technology  
Telecommunication  
Transportation & Logistics



**Information Technology**  
Application Development, support & Maintenance  
Production Development, Testing, QA and Support

**IT Infrastructure Management**  
Hardware and Software Maintenance  
Communication Infrastructure Maintenance  
Information Security

**KPO**  
Analytics  
Market / Business Research  
Equity Research  
Legal, Media and Publishing  
Animation

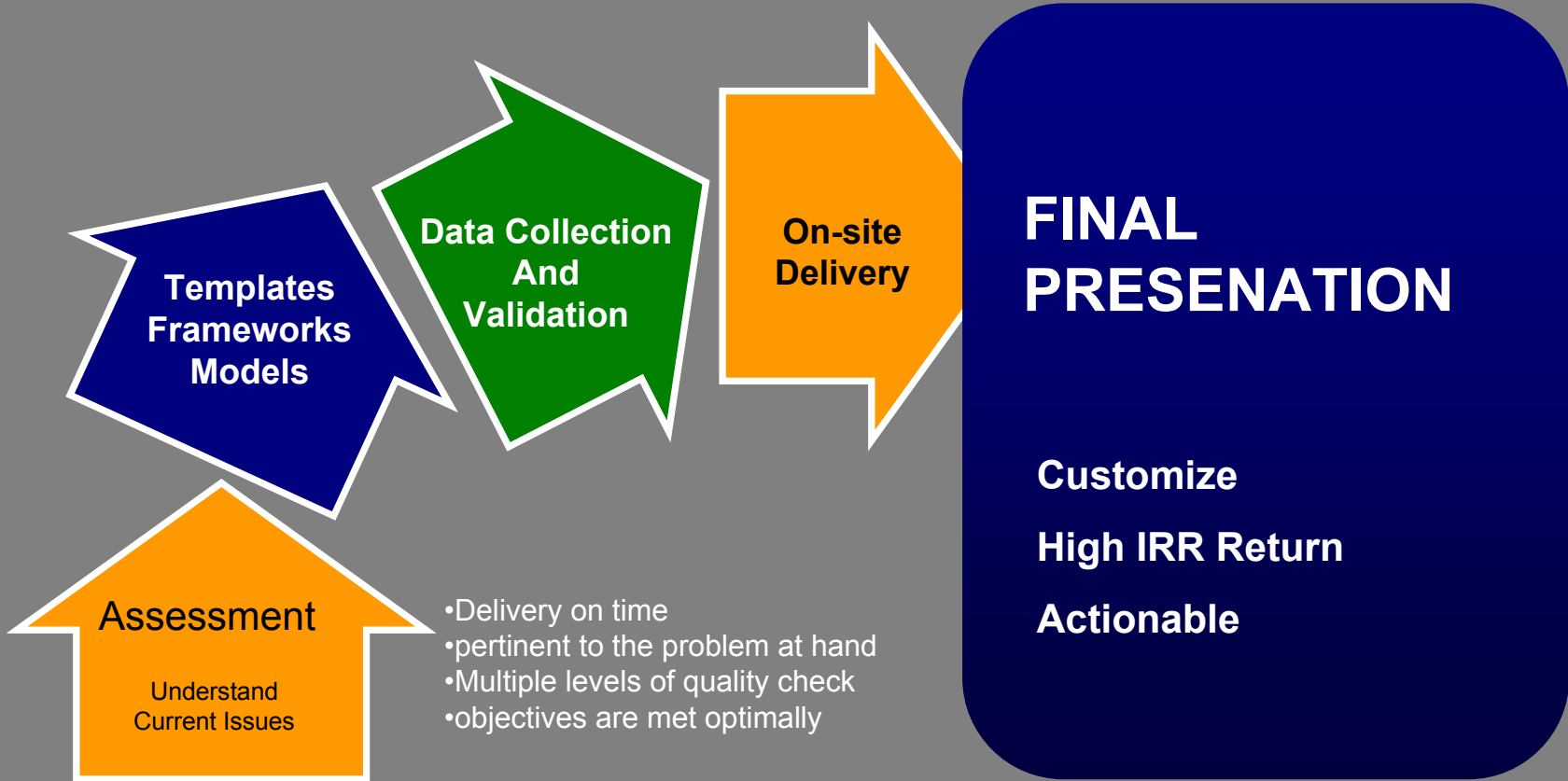
**Business Process (BPO)**  
Finance & Accounting  
Customer Management  
Sales and Marketing  
Procurement & Purchase  
Human Resource

**Engineering Services**  
Product Design  
Engineering Design and Drawing  
Component Design

**Life Sciences**  
Drug Discovery  
Clinical Trials Management  
Bioinformatics

**We focus on our strength:  
China, USA**

# Amerasia Customized Research Approach:





Our customers:





## We deliver the way:

- Redefining Value through **China Market**
- Expansion of Addressable Market
- Optimizing Capital Structure
- Improving Cost Structure
- Increasing Investment Exit Options

## Our Business Network:

- More than 20 years China Market experience
- State Level Department Connection
- Expert Advisor to Mayors of major cities.**
- The Chairman of International Executive Association
- First Generation of China MBA in marketing

**Wilson Lu**

Founder & Chairman

