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NEWS RELEASE

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Spire establishes Australia office

Spire Research and Consulting expands its presence in Oceania with a new office in Sydney, Australia

Spire Research and Consulting has appointed Peter Kelly as a Business Development Director to head up its newly established full-service office in Sydney, so as to meet the needs of leading organizations for strategic and holistic research in Oceania.

"For years, Spire has been handling projects in Australia – the fifth largest economy in the Asia-Pacific region and one of its most affluent, with a per capita GDP on par with the four leading West European economies. Healthy business and consumer confidence and high export prices for raw materials and agricultural products are stimulating the economy," said Leon Perera, Spire's Group Managing Director. "A full-fledged office in Sydney will enable Spire to serve our clients better."

Having graduated from the University of New South Wales in Sydney, Kelly has been engaged in market research consultancy for over a decade. He returned to Australia from consultancies in Kazakhstan and Singapore in 1996 and founded the market research consultancy, United Intelligence Management (UIM) before joining Spire.

Kelly's academic background in commerce as well as his research and consulting experience makes him the ideal candidate to head Spire's Australian branch – he has successfully managed projects spanning a range of industries, such as IT, food, infrastructure, media, healthcare and tourism.

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About Spire Research and Consulting

Spire Research and Consulting is Asia's leading strategic market intelligence consultancy. Spire's competitive advantage lies in its ability to deliver to its clients actionable intelligence on the external business environment in support of their strategic decision-making in marketing and business development. Spire is one of the few companies in its industry to be headquartered in Asia. Spire's clients include over 20 Fortune 500 organizations as well as Government agencies in 10 countries. For more information, visit us at www.spireresearch.com.

Spire Research and Consulting has created centres of excellence to spearhead research on some of the most critical issues facing businesses today – Middle Income Marketing, Environmental Business, E-communities and the Internet, the challenges facing MNCs in Asia and Silver Hair Marketing. Please feel free to contact us for further information.

<p>Greater China</p> <p>Elizabeth Koh Ee Mei Spire Research and Consulting Pte Ltd</p> <p>15 Dong Ping Lu, Suite # 318 Consulate District Shanghai 200031, China Tel: (86-21) 6467 0330 Fax: (86-21) 6473 6393 E-mail: cn.info@spireresearch.com</p>	<p>Middle Income Marketing</p> <p>Asia has witnessed a spectacular growth in the middle income group, which promises to transform market equations for international companies. China and India, the two Asian giants, will contain the largest populations of middle class households in the world. India's middle-class is about a quarter of the total population base and the middle income group in China is expected to reach 40 percent of households by 2020. Our vantage points in Beijing, Shanghai and Hong Kong allow Spire China to be a well-positioned thought-leader on this phenomenon.</p>
<p>Indonesia</p> <p>Jeffrey Bahar PT Spire Indonesia</p> <p>Wisma 46 Kota BNI, 25th Floor, #07 & 08, Jalan Jendral Sudirman Kav. 1 Jakarta 10220 Indonesia Tel: (62 21) 5794 5800 Fax: (62 21) 5794 5808 E-mail: id.info@spireresearch.com</p>	<p>Environmental Business</p> <p>Global warming and related environmental issues have taken centre stage in the modern business world. International interest in biofuels, recycling and other sustainable business practices has surfaced hard and fast. Based in a country harboring one of the world's critical rainforest and biodiversity zones, and which is at the same time the biggest exporter of biofuels such as palm oil and jatropa oil, PT Spire Indonesia is well-positioned to provide thought-leadership on how rising global environmental concerns impact businesses in the region.</p>
<p>Korea</p> <p>Dr Justin Lee Spire Research and Consulting Co., Ltd</p> <p>Room 221, 852-1 Hansol Preeminent, Janghang-dong Ilsan-ku, Koyang-si, Kyonggi-do 380-411 Korea 411-380 Tel: (82) 31 908 7630/31 Fax: (82) 31 908 7632 E-mail: kr.info@spireresearch.com</p>	<p>E-Communities and the Internet</p> <p>The emergence of personal identity sites, blogs and community fora have changed the way information is exchanged and used over the internet. Korea has the highest household broadband penetration in the world and is the global leader in this sphere, hosting between 10,000 to 20,000 "e-communities" - websites with more than 1,000 subscribing members each. Such online communities offer a powerful but challenging new platform to reach out to global customers. Spire Korea is well-placed to dissect this phenomenon and its implications for international marketing.</p>

Singapore

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MNCs in Asia

Multinational corporations (MNCs) are a pillar of the economy in many Asian countries. As Asia's economy booms, many MNCs are realizing the need to run faster to justify price premiums over local competitors as well as to cater to increasingly demanding Asian consumers. Based in the regional headquarters location for over 7,000 MNCs, Spire Singapore is well-positioned to generate insights on the changing business strategies of MNCs in Asia.

Silver Hair Marketing

Asia's baby boomers have come of age and the region is poised to witness a surge in the silver-haired population in the coming decades. In 2005, one-fifth of Asia-Pacific's population was aged 50 or older. By 2050, that figure will reach nearly 40%. While Asian countries like India – where 60% of the population is less than 25 years old – have a large youth consumer group, others such as Hong Kong, South Korea, Singapore and even China have a mushrooming aged population. Many are prime consumers with high incomes and time on their hands. Headquartered in one of the fastest aging countries, Spire Singapore is well-positioned to provide thought-leadership on marketing to older consumers.