



The Knowledge to Decide

www.spireresearch.com

About Spire Research and Consulting

Spire Research and Consulting was founded by our directors, who collectively enjoy over 60 years of working experience in strategic market research, consulting and related fields in the Asia Pacific region. The vision of its founders was to establish a world-class provider of customized business environment research to support strategic decision-making around Market Growth and Entry studies.

Spire is one of the few companies in its industry to be headquartered in Asia. Our competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of strategic decision-making in marketing and business development. To date, we have delivered over 400 market research and consulting projects for over 30 Global Fortune 500 companies and numerous Government agencies across a wide range of industries.

Motivated by our passion for world-class strategic market research, Spire has developed seven full-service offices in the Asia Pacific region namely Singapore, Indonesia, Greater China (Beijing, Shanghai, Hong Kong), Vietnam, Malaysia, Australia and Korea, as well as a presence in the United States. Our local research capabilities span 18 Asia Pacific countries as well as the emerging market regions of Russia, the Middle East and Latin America.

Our Services

Spire customizes and delivers full-blown Market Environment Research reports tailored to different business situations.

- Holistic Market Environment Study
- Business Partner Evaluation
- Market Entry & Feasibility
- Customer Decision Dynamics
- Competitor Market Intelligence
- Value Chain Analysis

However we also produce more narrowly focused research in the following categories:

- Financial Feasibility studies
 - Market and sales strategy
- consulting Market sizing and forecasting
- Advisory service for program implementation in sales, marketing or supply chain management
 - Price, channel or technology trend
- research Competitive environment analysis
 - Pricing and product availability databases
- Company investigation for partnerships/M&A Research on specific corporate customers Economic, political and social analysis

Customized Services

While Spire's core competences lie in generating accurate and relevant knowledge to solve strategic Growth and Entry problems, we are able to leverage our infrastructure to address a wide range of research and consulting requirements. These include the conceptualization and implementation of business programs, such as advertising and promotion campaigns and initiatives to lift supply chain management performance.

Spire's Senior Management Team

Our directors offer inspirational leadership that exemplifies our commitment to deliver world-class research and consulting services.

Singapore

Leon Perera
Group Managing Director

Profile:

Leon is Group Managing Director for the Spire Research & Consulting Group. Leon brings to the group a solid track record in the Asia-Pacific consulting industry as well as the government inward investment sector. He has managed and delivered over 200 regional research and consulting projects to clients thus far.



Experience:

Leon began his career as a Senior Officer with the Singapore Economic Development Board's International Business Development Division, responsible for policy planning to promote Singapore investment in the Asia-Pacific region. He later assumed the position of Assistant Head of the EDB's Enterprise Development Division which was responsible for supporting the growth of large Singaporean companies in the service sector, from logistics, education and health care, to IT services, engineering and retail.

Leon subsequently joined Asia Market Intelligence Business Consulting, establishing their Singapore office. He organized and led business development and client liaison, while overseeing all consulting processes and outputs.

Leon co-founded the Spire Research and Consulting group with Koh Ee Mei. As Group Managing Director he has led the acquisition of over 30 Global Fortune 500 clients in the Asia Pacific region, more than half of whom have awarded multiple projects to Spire.

Qualifications:

Leon graduated from Oxford University with a Double First Class Honors degree in Philosophy, Politics and Economics.

Leon is a frequent speaker on market intelligence at regional Marketing seminars, on television business programmes, as well as corporate and public sector events. He has been quoted in publications ranging from Asia Inc magazine to the Business Times newspaper.

Leon serves as a member of the International Swiss Pool of Experts, which is maintained by the Swiss-American Chamber of Commerce and the Swiss government. He is also a member of the EDB Society.

Greater China

Elizabeth Koh Ee Mei
Group Project Management Director

Profile:

Ee Mei is the Group Project Management Director, responsible for methodological integrity and consistency across Spire's offices. Ee Mei brings to the group a breadth of experience in research, including interpretation of expert opinion, primary interview inputs and trade data. In her experience, she has managed and delivered over 150 regional research and consulting projects to clients.



Experience:

Ee Mei began her career as a Trade Officer with the Singapore Trade Development Board, monitoring trade performance and analyzing international trade data.

She later joined Asia Market Intelligence Business Consulting as a founding member of its Singapore office. She played a leading role in managing and delivering research and consulting projects to clients as well as mentoring staff. She also assumed the role of lead Project Director for her business unit's largest client segment, ICT.

Ee Mei co-founded the Spire Research and Consulting group with Leon Perera. As Group Project Management Director she has led the development of rigorous methodological tools, robust Quality Control procedures and innovative client reporting systems across the Group.

Qualifications:

Ee Mei graduated with merit with a Bachelor's degree in Economics from the National University of Singapore.

She is a member of the Singapore Institute of Directors.

Southeast Asia

Jeffrey Bahar
Managing Director, Southeast Asia

Profile:

Jeffrey is Managing Director of Spire's Southeast Asian's offices. He brings to Spire an invaluable technical background in engineering and the IT industry.

An Indonesian national based in Jakarta, Jeffrey has an excellent understanding of the Indonesian business environment



Experience:

Jeffrey began his career as a Production Control Engineer with Chartered Semiconductor Manufacturing (CSM). He then joined Pacific Plywood as a Senior Analyst, responsible for regional business development and related research.

Jeffrey went on to join the Spire Research and Consulting Group in Singapore, where he was promoted three times before relocating to Jakarta and assuming his current position as Director of PT Spire Indonesia.

Jeffrey has played a leading role in project management, sales and staff training in Spire's Singapore and Indonesian offices.

He has delivered over 150 research and consulting projects related to sectors such as automotive, ICT, commodities and industrial products.

Qualifications:

Jeffrey Holds a Masters degree in Industrial Engineering from the University of Wisconsin.

Korea

Dr Justin Hanse Lee
Managing Director

Profile:

Dr Lee is Managing Director of Spire Research and Consulting in Korea. Dr Lee brings to Spire his experience leading agro-chemicals, government and market research operations in Korea, as well as an outstanding academic background in agricultural science.



Experience:

Dr Lee began his career as Project Manager of the R&D team in charge of agricultural chemicals at New Life Corporation.

He went on to assume the role of Business Development Manager for the Australian Trade Commission in Korea, where he managed over 30 research projects in Korea for Australian companies. He also coordinated bilateral business activities with the Korean government and facilitated inward/outward investment projects and partnership initiatives linking Korea and Australia.

Dr Lee subsequently assumed a teaching position in Australian studies at Sungsil University in Seoul, Korea.

He went on to take up the role of Project Director at Asia Market Intelligence Korea, where he headed up the Korean business consulting unit. In this capacity he managed and delivered Korea projects for blue-chip multinational companies.

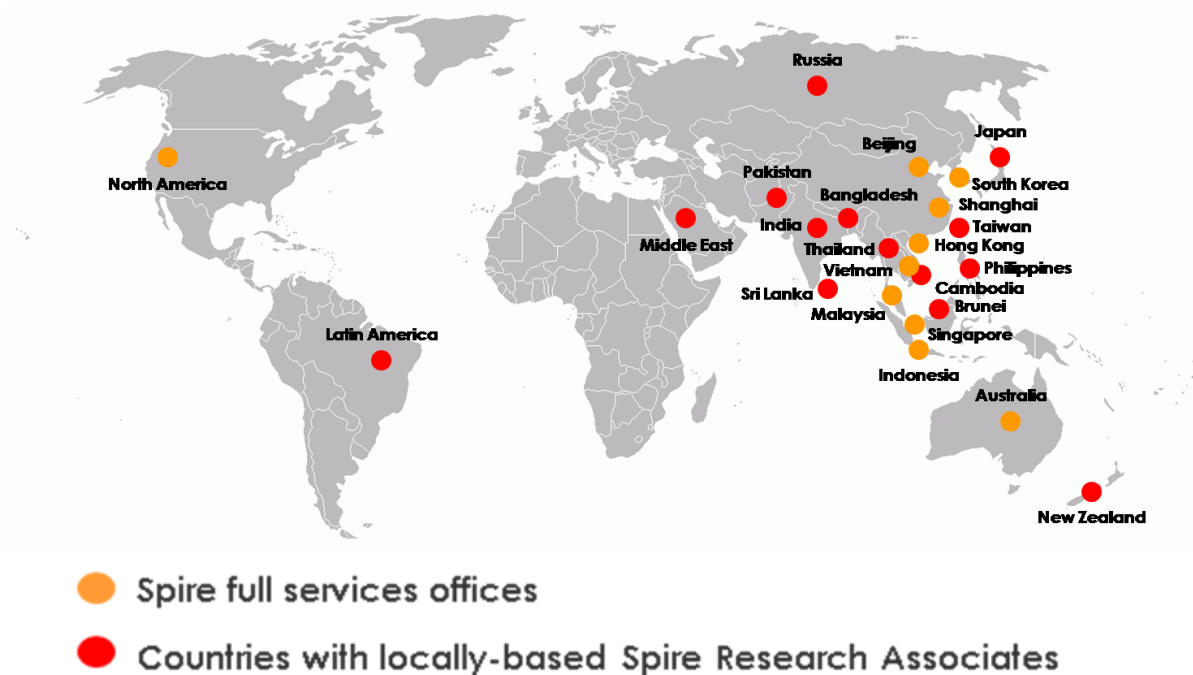
Dr Lee founded ITT Consulting, a Korean organization focused on market environment research, subsequently merging it into the Spire Research and Consulting Group.

Qualifications:

Dr Lee holds a BSc and a PhD in Agricultural Science from the University of Western Australia, and has also studied at the School of Agriculture at Korea University.

In 1997, Dr Lee founded the Korea-Australia SME Foundation, taking on the role of Director and International Coordinator which he still holds.

Spire's Centres of Excellence



<p>Greater China</p> <p>Elizabeth Koh Ee Mei Spire Research and Consulting (China Holdings) Pte Ltd</p> <p>Hua Min Empire International Plaza No. 728 West Yan'an Road, Suite 9D Shanghai 200050, China Tel: (86 21) 6225 1166 Fax: (86 21) 6225 9859 E-mail: cn.info@spiresearch.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@spiresearch.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 jatropha oil, PT Spire Indonesia is well-positioned to provide thought-leadership on how rising global environmental concerns impact</p>

	businesses in the region.
<p>Korea</p> <p>Dr Justin Lee Spire Research and Consulting Co., Ltd</p> <p>Room 1105, Chungwon Lakevil 753 Janghang-dong Ilsan Dong-ku Koyang-si, Kyonggi-do Korea 411-380</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</p>
<p>Tel: (82) 31 908 7630/31 Fax: (82) 31 908 7632 E-mail: kr.info@spireresearch.com</p>	<p>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>
<p>Singapore</p> <p>Leon Perera Spire Research and Consulting Pte Ltd</p> <p>78 Shenton Way #20-01 Singapore 079120 Tel: (65) 6838 5355 Fax: (65) 6838 5855 Email: sg.info@spireresearch.com</p>	<p>MNCs in Asia</p> <p>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.</p> <p>Silver Hair Marketing</p> <p>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.</p>

Media Contact

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