



The Knowledge to Decide

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## About Spire Research and Consulting

Spire Research and Consulting is a leader in strategic market research and consulting. Its focus lies in highly customized, strategic research studies supplied to leading organizations in global emerging markets - the Asia-Pacific, Latin America, Middle East, Africa and Russia/CIS.

Spire was founded by Leon Perera and Elizabeth Koh. Its aim was to provide holistic studies of the business eco-system to aid strategic decision-making around market growth and entry. It sought to fill a gap in the industry for customized, strategic research that went beyond available multi-client reports, management consulting and traditional research offerings.

Spire's management team works with its eight country offices, international Advisors and local associates in over 30 countries to bring to each project the highest standards of research conceptualization, execution and delivery.

To date, Spire has delivered over 1,000 market research and consulting projects for over 50 Global Fortune 1000 firms, a number of leading Asia-based enterprises and Government agencies in twelve countries. Its research footprint spans 110 cities in over 30 countries.

Spire operates nine full-service country offices in the Asia Pacific region. These are located in Singapore, India, Indonesia, Greater China (Shanghai and Hong Kong), Vietnam, Malaysia, Korea, Japan and the US.

## Our Services

Spire customizes and delivers full-blown market environment research reports tailored to different client situations:

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

Spire also produces more narrowly focused research in the following categories:

- 📍 Market sizing and forecasting
- 📍 Decision analytics
- 📍 Knowledge Management and Knowledge Process Outsourcing
- 📍 Supplier database development and qualification for purchasing management
- 📍 Financial Feasibility studies
- 📍 Market and sales strategy consulting
- 📍 Advisory service for program implementation in sales and marketing
- 📍 Price, channel or technology trend research
- 📍 Competitive environment analysis
- 📍 Market pricing and product availability databases
- 📍 Company investigation for partnerships and M&A
- 📍 Research on specific corporate customers
- 📍 Economic, political and social analysis
- 📍 Corporate Social Responsibility consulting
- 📍 Geo-marketing
- 📍 Ethnography

## Industry experience

Spire has developed industry expertise and a strong research track record in the following sectors. In each of these sectors, Spire's work is supported by experienced managers and consultants, external advisors and resource persons with industry experience.

Industry sector	Examples of prominent clients NB: These names are provided for illustrative purposes only. This is far from being a comprehensive client list.
<b>Agri-food and Processed Food</b>	Nutricia, New Zealand Natural, Cadbury-Schweppes, Almond Board of California
<b>Automotive</b>	Ford, Toyota, Audi, Honda, Yamaha Motor
<b>Building and Construction</b>	AMEC Construction, Kone, Siam Cement Group, Holcim, Hitachi Plant Engineering & Construction
<b>Chemicals and Materials</b>	Castrol, Dow Corning, Alcoa, Henkel, Grace, Petronas
<b>Consumer Durables</b>	Swarovski, Kohler, Black & Decker, Biersdorf (Nivea), Tupperware, Dunlopillo, Teka, Bonia
<b>Energy</b>	Shell, Cummins Power Generation, Pertamina
<b>Financial Services</b>	Citibank, VISA, Standard Chartered, HSBC, GE Money, Mizuho Bank, Aegon Insurance, BCA Bank, Bank Mandiri, Bank Islam
<b>Life Sciences</b>	GE Healthcare, Philips Medical, Pfizer, Lundbeck, Bbraun, Kyowa-Hakko
<b>Logistics and Transport</b>	Fedex, TNT, DHL, Garuda, Singpost, Australia Post, Dematic, DAMCO (Maersk)
<b>Information and Communications Technology</b>	Hewlett-Packard, Philips, Fujitsu, Nokia, Toshiba, Seagate, OTTO, Panasonic, NEC, Siemens
<b>Government</b>	Austrade, JETRO, International Business Wales, World Bank/IFC, Korea IT Promotion Agency
<b>Telecommunications</b>	SK Telecom, Hutchison, PT Telkom, Celcom Malaysia
<b>Industrial</b>	Honeywell, Atlas Copco, ABB, Hitachi, Schneider Electric, Manitowoc, Komatsu

## Published reports and media citations

Spire publishes the SpirE-Journal, a quarterly journal analyzing the latest marketing and business trends in global emerging markets. We also broadcast news and observations via our social media platforms: [Facebook](#), [Twitter](#), [SlideShare](#) and [LinkedIn](#).

While Spire does not provide multi-client reports, its research has been commissioned and published by international government agencies such as the Victoria government (Australia), JETRO (Japan), the Korea Employment Information Service, Austrade and Acc10 (Spain).

Spire's thought leadership attracts considerable media coverage in the Asia-Pacific region and the world. Spire has been interviewed or featured in media such as BBC World, Channel News Asia, USA Today, Asia Inc, Jiayouzhuan magazine of China, the Hong Kong Economic Times, Bisnis Indonesia, Bernama TV, ZDNet, the Edge, Marketing magazine, Malaysia's New Straits Times and Singapore's Straits Times, TODAY and Business Times.

In addition Spire's management team has spoken at events organized by the American Chamber of Commerce, the European Society of Market Research, the US Conference Board, SCICEX, the Singapore Institute of Policy Studies and FASAP.

## Spire's Senior Management Team



**Leon Perera**

### **Chief Executive Officer**

Leon Perera is the co-founder of the Spire Research and Consulting Group and is currently serving as its Chief Executive Officer. In this capacity, he has overseen the delivery of over 1,000 projects to over 50 Global Fortune 1000 clients.

Having accumulated close to 20 years of experience in emerging market research and consulting, Leon is a regular speaker at international conferences and seminars. He is frequently featured as a business commentator in international print and television media.

### Profile

Leon serves as Spire Group's Chief Executive Officer. He possesses 20 years of experience in delivering research and consulting across Asian and global emerging markets to leading Multi-national Companies and public sector organizations. He also has extensive experience in economic and macro-environmental analysis for business planning.

Leon is a frequent speaker and media commentator on market growth issues. He has addressed events organized by the US Conference Board, Acc10 Barcelona, the Singapore Management University, the Silver Industry Conference and Exhibition (SCICEX) and the Institute of Policy Studies. He is regularly interviewed on television media outlets such as Channel NewsAsia, BBC World and Bernama TV. His comments are also featured in publications ranging from USA Today, China Daily, International Trade Mark Review, the Hong Kong Economic Times, Jiayouzhuan (China), ZDNet Asia and Asia Inc magazine to TODAY, The Straits Times and The Business Times newspapers.

## Experience

Leon began his career as a Senior Officer with the Singapore Economic Development Board's International Business Development Division, serving first in the policy planning function supporting Singapore's regional investments. He later served as Assistant Head in the EDB's Enterprise Development Division, assisting in the growth of large Singaporean companies in the service sector spanning logistics, education and health care, to information technology (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 in the Southeast Asia region.

Leon co-founded the Spire Group with Koh Ee Mei in the year 2000. As the Chief Executive Officer, he has overseen the acquisition of over 30 Global Fortune 500 clients in the Asia Pacific region, the majority of which have awarded multiple projects to Spire. He has overseen the delivery of over 1,500 highly customized research and consulting projects.

Under Leon's leadership, Spire's footprint has extended to over 100 cities in 35 emerging market countries spanning the regions of Asia, Latin America, the Middle East, Russia/CIS and Africa.

## Qualifications

Leon graduated from Oxford University with a Double First Class Honor's degree in Philosophy, Politics and Economics. He was awarded Oxford's Gibbs Prize in Politics in his graduating year.

Leon is currently a member of the Economic Society of Singapore, the Singapore Institute of Directors and the EDB Society.



**Jeffrey Bahar**

**Deputy Chief Executive Officer**

Jeffrey Bahar is the Deputy Chief Executive Officer of the Spire Research and Consulting Group. Aside from his Group responsibilities, he oversees the Spire offices in Indonesia, Malaysia and Vietnam.

He brings to Spire an invaluable technical background in engineering and the information technology (IT) industry.

As 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 Spire Singapore, where he was promoted three times before relocating to Jakarta and assuming his current position as first Managing Director for ASEAN and then, in 2011, Deputy Chief Executive Officer.

Jeffrey has played a leading role in project management, sales and staff training across the Group. He has delivered over 400 research and consulting projects related to sectors such as automotive, information and communications technology (ICT), commodities and industrial products.

Qualifications

Jeffrey holds a Master's degree in Industrial Engineering from the University of Wisconsin.

## Korea



**Dr Justin Hanse Lee**

**Managing Director**

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

### Profile

As the Managing Director of Spire Korea, Dr Lee has overseen the delivery of over 100 projects in Korea, including a number of global and regional studies for Korean-based clients.

He has won several major clients in Korea, including Aegon Insurance, Austrade, LG Chemical and the Korean government's Employment Information Service.

He brings to Spire over 30 years of working his experience and some 20 years of experience in leading strategic market intelligence projects in Korea, as well as an outstanding academic background in agricultural science.

### Experience

Dr Lee began his career as Project Manager of the Research & Development 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 the Korean business-consulting unit. In this capacity, he managed and delivered Korea projects for blue chip multi-national companies.

Dr Lee founded ITT Consulting, a Korean organization focused on market environment research, which subsequently merged with the Spire Research and Consulting Group.

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

#### Qualifications

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

## Singapore and India



**Japnit Singh**  
**Senior Director**

Japnit Singh is Spire's Senior Director overseeing the firm's Singapore and India offices. He has served in the Spire group for over 10 years, having joined as a Consultant in its Singapore office. He brings to Spire his substantial experience in market eco-system analysis, and in particular multi-country market sizing, market entry studies and tracking studies. He is also an expert in anti-counterfeit research.

### Profile

As the Senior Director for Singapore and India, he has overseen the successful management and delivery of over 300 projects in the logistics, industrial, information and communications technology (ICT), food, construction and other sectors.

### Experience

Japnit began his career with India Property Research & Jones Lang LaSalle Meghraj Property Consultants in New Delhi, before he joined Spire Singapore in 2004.

Given his training and networks as an architect, Japnit possesses strong expertise in projects related to the construction sector. He also has strong experience in the printing and imaging industry, having been invited by Fuji-Xerox to conduct talks on paper consumption and trends in the paperless office.

Japnit has been quoted in Singaporean and Indian media outlets such as Singapore's TODAY newspaper and India's Hindustan Times.

## Qualifications

Japnit graduated from the School of Planning and Architecture in India with a Bachelor's degree in Architecture, and The Asian Institute of Management in the Philippines with an MBA.

## Singapore



### **Rajiv Seth**

#### **Senior Director, Go-To-Market Practice**

Rajiv Seth is Spire's Senior Director for Go-To-Market Practices. He brings to Spire the ability to deliver high-quality solutions in the area of Go-To-Market Practice to enable businesses to grow revenue and profitability.

#### Profile

As the Senior Director for Go-To-Market Practice, he has proven capabilities in developing great channel relationships and high-performing sales teams, specializing in emerging countries including China, India, Indonesia and Malaysia. His strong business acumen is attributed to his solid foundation in finance combined with a wide spectrum of channel and operations experience.

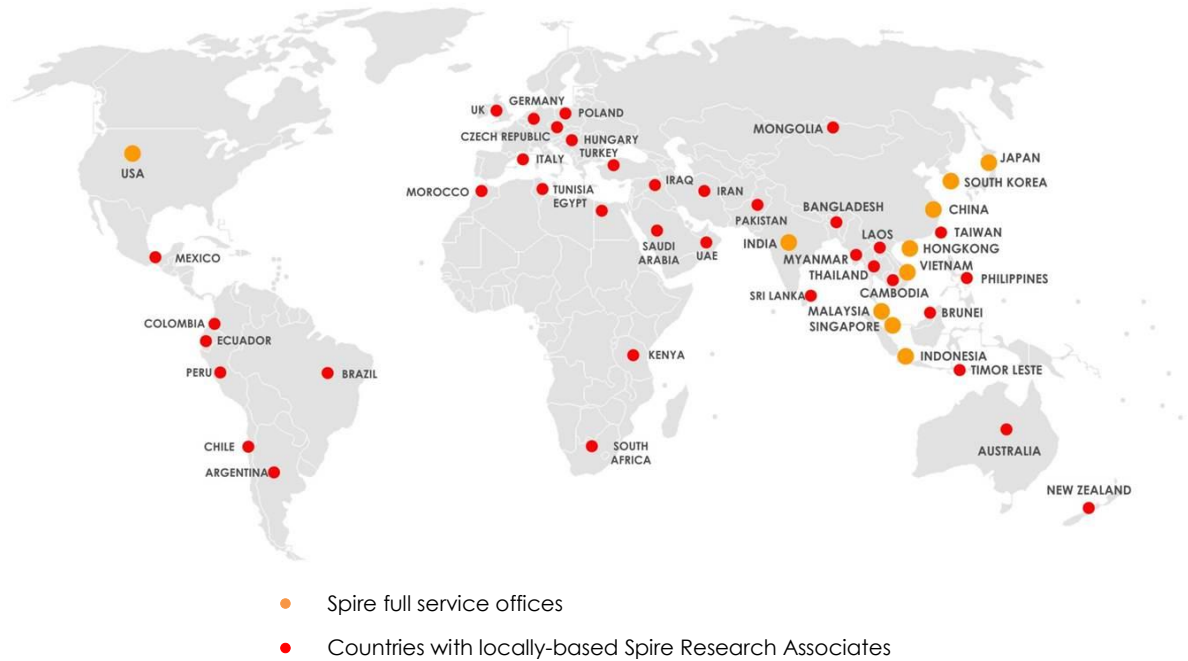
#### Experience

Rajiv Seth has more than 25 years of experience in Go-To-Market optimization. He has held Vice-President roles in Hewlett-Packard, Motorola and Sony, having been previously based in China, India, Singapore and the USA. His experience spans business functions such as sales, channel and partner management, E2E retail business, distribution, sales operation, finance and country leadership.

#### Qualifications

Rajiv graduated from Sydenham University Mumbai, India with a Bachelor's degree in Commerce. He is also a certified Chartered Accountant.

## Spire's Geographic Presence



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