



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 in 2000. 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 eleven country offices, international Advisors and local associates in over 35 countries to bring to each project the highest standards of research conceptualization, execution and delivery.

To date, Spire has delivered over 2,500 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 35 countries.

Spire operates nine full-service country offices with approximately 100 employees in the Asia Pacific region. These are located in Greater China (Shanghai), India, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand and Vietnam. New offices in Germany and Italy became operational in late 2017 under the umbrella of Bexuco, a YBC group company.

## Merger Agreement

Spire is proud to announce its merger with [YAMADA Business Consulting Co., Ltd.](#) (YBC) – a subsidiary of JASDAQ – listed under YAMADA Consulting Group, a leading independent consulting group in Japan. The merger, effective from 15 April 2016, makes Spire part of a much larger and publicly listed corporate group, which is expected to create more access to new consulting solutions, economies of scale, investment resources and synergistic business development possibilities.

YBC acquired an 80 per cent stake in Spire Research and Consulting Pte Ltd, the parent company for the Spire Research and Consulting group of companies. Leon Perera, the co-founder of Spire, will continue to serve as the CEO of the group, retaining a 20 per cent stake.

With the merger, the Spire Research and Consulting brand becomes the global brand for YBC outside of Japan.

## Spire's capabilities and Network in Japan

With the merger, Spire will be able to leverage the consulting know-how and tools developed by YBC such as corporate restructuring, M&A and business succession planning consulting. Spire also gains enhanced access to the Japanese market through YBC's network of offices across Japan.

Yamada Business Consulting Co., Ltd or YBC was established in the year 2000. YBC provides research and consulting services in order to support overseas business decision making, primarily for Japanese companies. YBC's services include market research, competitor analysis, value chain analysis, regulatory and policy research, and partner selection for supplier, customer, and other business partners.

Other than research and consulting, YBC also provides support for company establishment, organizational design, and business execution, especially in the early stage of expansion.

YBC's network is currently spread over 7 prefectures in Japan including Sendai, Nagoya, Osaka, Kyoto, Kobe, Fukuoka, with its headquarters in Tokyo. YBC also has its branches and representative offices located in Singapore, China, Thailand and Malaysia.

## Our Services

Spire customizes and delivers full-blown market environment research reports tailored to different client situations. We also produce more narrowly focused research in the following categories:

- Anti-Counterfeit Consulting
- Business Partner Selection
- Channel Health Management
- Competitor Analysis
- Consumer Research
- Corporate Social Responsibility Consulting
- Country Research
- Cross-border Consulting
- Customer Decision Dynamics Analysis
- Ethnography
- Geo-Marketing
- Go-To-Market Playbooks
- Knowledge Process Outsourcing
- Market Environment Research
- Market Sizing and Feasibility
- Price Research
- Sales Lead Handling
- Supply Chain Management Consulting
- Thought Leadership Consulting
- Value Chain Analysis

## 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>Automotive</b>	Audi, Castrol, Fleetcor, Ford, Fujitsu Ten, Honda, Toyota Motor Corporation, Yamaha Motor
<b>Building and Construction</b>	AMEC, Forestry Innovative Investment Government of British Columbia (Canada), Hitachi Plant Engineering & Construction, Holcim, KONE, Lafarge, Siam Cement Group, Saint-Gobain
<b>Chemicals &amp; Materials</b>	Air Liquide, Alcoa, Dow Corning, Grace, LG Chemical, Nippon Paint, Sumitomo Corporation
<b>Consumer Products</b>	Biersdorf, Black & Decker, Donghwa Duty Free, Dunlopillo, Kohler, Swarovski, Teka, Tupperware
<b>Energy</b>	Castrol, CNG, Cummins Power Generation, MTU, Pertamina, Petronas, Shell
<b>Financial Services</b>	Aegon Insurance, Bank Islam, BCA Bank, Citibank, HSBC, Mizuho Bank, Standard Chartered Bank, VISA
<b>Food and Agriculture</b>	Almond Board of California, Brewers Association, Cadbury Schweppes, Griffiths Labs, Kapal Api, New Zealand Natural, Nutricia, Suntory
<b>Industrial Products &amp; Services</b>	Atlas Copco, Future Robot, Honeywell, Komatsu, Manitowoc, Mitsubishi Heavy Industries, Schneider Electric, Severn Trent De Nora
<b>Information and Communications Technology</b>	Hitachi, Hewlett-Packard (HP), NEC, Nokia, OTTO, Philips, Seagate, Telkom Indonesia
<b>Life Sciences</b>	B.Braun, GE Healthcare, Hogen Medical, Kyowa Hakko, Lundbeck, Pfizer, Philips Healthcare, Roche Diagnostics
<b>Logistics</b>	Australia Post, DAMCO, DHL, FedEx, Garuda Indonesia, PSA Singapore, SingPost, TNT Express
<b>Government/Public Sector</b>	Austrade, International Finance Corporation, World Bank Group, International Copper Association, JETRO, Korea IT Promotion Agency (KIPA), MREPC, U.S. Department of Agriculture
<b>Others</b>	Edenred, International Baccalaureate, Itochu, Keppel Land, Catholic University (South Korea), Sime Darby, The Economist, Towers Watson

## 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 (not limited to only these platforms): [Facebook](#), [Twitter](#), [SlideShare](#), [LinkedIn](#) and [Google Plus](#).

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, Business Times, The Economic Times and The Jakarta Globe.

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

### Singapore



**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.

Leon currently serves as a [Non-Constituency Member of the Parliament of the Republic of Singapore.](#)

### 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.

## Singapore



**Japnit Singh**

### **Deputy Chief Executive Officer**

Japnit Singh is Spire's Deputy Chief Executive Officer overseeing the firm's Singapore and India offices. 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. Apart of being responsible for the General management of Spire Singapore since 2010, Japnit has also spearheaded the founding and management of Spire India since 2011.

### Profile

Japnit has served in the Spire group for 12 years, having joined as a Consultant in its Singapore office. He has overseen the successful management and delivery of over 1000 projects in the logistics, industrial, information and communications technology (ICT), food, construction and other sectors.

Japnit has been working closely with senior managers in both private sector organizations as well government bodies across Asia especially in ASEAN, India and China.

His main contribution has been around assessing market feasibility, developing strategies for market growth and market entry and measuring organizational performance.

### 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, and has expanded his portfolio to also cover sectors such as industrial product, Printing, and Information technology.



Japnit has been frequently invited as a speaker by organizations such as Hewlett Packard, Fuji Xerox, American Chamber of Commerce, the Gates India ICT seminars and others and has covered topics such as Printing trends, Anti-counterfeiting, Research Techniques and e-commerce.

Japnit is also frequently quoted in the Chinese, Singaporean and Indian media outlets such as China Daily, Singapore's TODAY newspaper and India's Hindustan Times.

### Qualifications

After completing his primary education in Delhi, 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.

## Indonesia



**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



**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, Rajiv 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

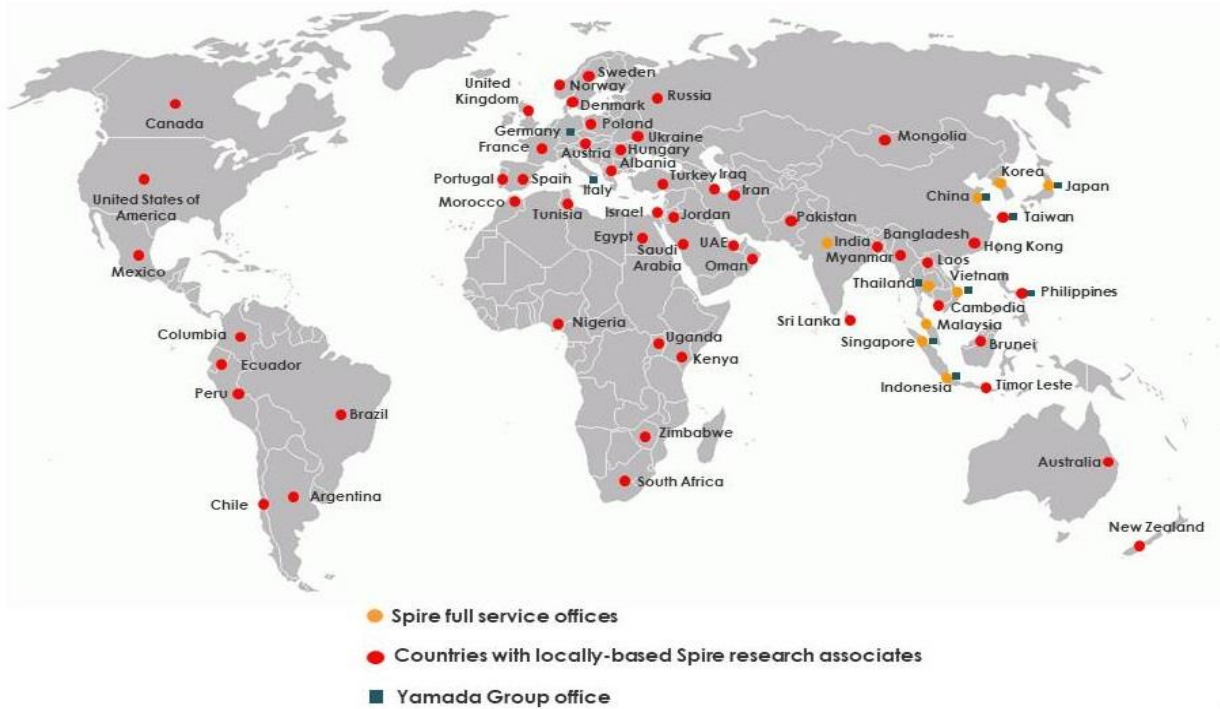
Rajiv Seth has more than 25 years of experience in Go-To-Market optimization. He has held Vice-President roles in Hewlett-Packard, Motorola and Sony, having been previously based in China, India, Singapore and the USA.

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



### China – Shanghai

Spire Research and Consulting  
#1343, 13F, Hang Seng Bank Tower,  
1,000 Lujiazui Ring Road, Pudong New Area,  
Shanghai 200120, China.  
Telephone: (86 21) 6225 1166  
Fax: (86 21) 6225 9859  
E-mail: [china.info@spireresearch.com](mailto:china.info@spireresearch.com)

### India – Gurugram

Spire Research and Consulting (India) Pvt Ltd  
Unit 501-502, DLF City Court,  
DLF Phase III, Sector 24, Gurugram – 122002,  
India.  
Telephone: (91) 124 421 6144  
Fax: (91) 124 422 1934  
E-mail: [india.info@spireresearch.com](mailto:india.info@spireresearch.com)

### Germany

BEXUCO Deutschland GmbH (a Yamada  
Business Consulting Group company)  
Tower 185, Friedrich-Ebert-Anlage 35-37  
Frankfurt am Main, Germany  
Telephone: (49) 69 505 047 168  
E-mail: [germany@bexuco.com](mailto:germany@bexuco.com)

### India – Mumbai

Spire Research and Consulting (India) Pvt Ltd  
#101, First Floor, Rock Garden 'A' Wing,  
Dadabhai Cross Road No. 1 Andheri (W),  
Mumbai – 400 058, India  
Telephone: (91) 226 515 2842  
E-mail: [india.info@spireresearch.com](mailto:india.info@spireresearch.com)

## Indonesia

PT Spire Indonesia

Wisma 46 Kota BNI, 25<sup>th</sup> Floor,  
Jalan Jendral Sudirman Kav. 1  
Jakarta 10220, Indonesia

Telephone: (62 21) 5794 5800

Fax: (62 21) 5794 5808

E-mail: [indonesia.info@spireresearch.com](mailto:indonesia.info@spireresearch.com)

## Korea

Spire Research and Consulting Co., Ltd

Room 1407, Chungwon Lakevil,  
86-23, Jungangro 1275 Bungil  
Ilsan Dong-gu, Goyang-si

Gyeonggi-do 411-380, Korea

Telephone: (82 31) 908 7630

Fax: (82 31) 908 7632

E-mail: [korea.info@spireresearch.com](mailto:korea.info@spireresearch.com)

## Singapore

Spire Research and Consulting Pte Ltd

78 Shenton Way #20-01  
Singapore 079120

Telephone: (65) 6838 5355

E-mail: [singapore.info@spireresearch.com](mailto:singapore.info@spireresearch.com)

## Vietnam

Spire Research and Consulting Pte Ltd

6<sup>th</sup> Floor, Phuong Tower,  
31C Ly Tu Trong, Ben Nghe Ward, District 1  
Ho Chi Minh City, Vietnam

Telephone: (84 28) 3521 8735

Fax: (84 28) 3521 8736

E-mail: [vietnam.info@spireresearch.com](mailto:vietnam.info@spireresearch.com)

## Media Contact

For media enquiries, please contact:

### Nidhi Singh

Manager, Group Corporate Communications

Spire Research and Consulting

Phone: (91) 124 646 5499

E-mail: [nidhi.singh@spireresearch.com](mailto:nidhi.singh@spireresearch.com)

## Italy

BEXUCO Italia S.r.l. (a Yamada Business  
Consulting Group company)

Via Maffino Maffi 12,  
Cremona I-26100, Italy

Telephone: (39) 0372 450827

E-mail: [italy@bexuco.com](mailto:italy@bexuco.com)

## Malaysia

Spire Research and Consulting Sdn Bhd

Level 42-C, Vista Tower,  
The Intermark,  
348 Jalan Tun Razak,

50400 Kuala Lumpur, Malaysia

Telephone: (603) 2161 6088

Fax: (603) 2162 6088

E-mail: [malaysia.info@spireresearch.com](mailto:malaysia.info@spireresearch.com)

## Thailand

YBC & Spire (Thailand) Co., Ltd

689, Bhiraaj Tower at EmQuartier, Level 35, Unit  
3502,

Sukhumit Road (Soi-35), Klongton Nuea,  
Vadhana, Bangkok 10110, Thailand

Telephone: (662) 2613 39597

E-mail: [thailand.info@spireresearch.com](mailto:thailand.info@spireresearch.com)