

## PRESS RELEASE

### **goetzpartners opens an office in Shanghai, China**

***Munich, August 3, 2011: Today, goetzpartners is opening an office in Shanghai, China. Alongside its consulting focus on Supply Chain Management, the consultancy firm also intends to expand its M&A activities in Asia.***

“China is currently Germany's most important business partner. Moreover, Chinese companies are increasingly seeking a partnership with German and European companies, whether this involves establishing a presence in Germany, setting up partnerships or through acquisitions. For this reason, we have decided to open an office in Shanghai,” says Stefan Sanktjohanser, Managing Partner of goetzpartners. The initial focus will be on providing German and European companies with support in their collaboration with business partners in China, from both a strategic and operational perspective. “The key to success in China is ‘Global Sourcing 2.0’, in other words, networks with a clear focus on systematic supplier support and supplier development in China. Greater competencies are needed for this on site in China, for example in quality assurance and in supplier development. Building up such capacity not only requires time, but also a deep understanding of the Chinese culture and the specific aspects of the region. And this is where we enter the picture,” says Marc Staudenmayer, who will head the Shanghai office at goetzpartners and assume responsibility for Supply Chain Management.

Marc Staudenmayer joined goetzpartners at the beginning of the year. Prior to this, he worked at AT Kearney until 1994 and founded the consultancy firm Masai in Paris in 1995 (Araia later in Germany). Numerous national and international projects in the fields of purchasing and logistics have been implemented under his supervision in various sectors, e.g. in the automotive supply, manufacturing and process industry, machinery and plant industry, and consumer industry.

goetzpartners can look back on a consistently successful corporate development, and the company has become one of the major players on the market. “The expansion of our activities in China is the next logical step in our success story,” says Stefan Sanktjohanser. “Thanks to our integrated approach of offering corporate finance and management consulting services from a single source, we create sustainable value for our clients.”

### **About goetzpartners**

goetzpartners is a leading independent European consulting company that combines M&A (mergers & acquisitions) advisory and management consulting under one roof. With this unique service offering goetzpartners advises companies along their whole value chain, thus creating sustainable value for them. The Group is represented with offices in Munich, Düsseldorf, Frankfurt, London, Madrid, Moscow, Paris, Prague and Zurich, and maintains international cooperation ventures.

goetzpartners Management Consultants concentrates mainly on the fields of strategy, operational excellence, and business transformation. goetzpartners Corporate Finance focuses on M&A advisory services

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