



# ARC Consulting

Your trusted partner in Asia

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# Introduction

**ARC Consulting is the most trusted and well recognized partner and service provider for European companies in China and Southeast Asia.**

We are clearly specialized in bridging the business ecosystems of Europe and East Asia. Our services cover market entry and growth, operational setup and reorganization, production and sourcing, as well as cross-border M&A and financing.

Our approach has always been to offer realizable advice and hands-on support – actually getting our hands dirty on the ground implementing the strategies and plans that we develop for our clients. We offer both project based advisory to help develop your business, and ongoing business services to unburden you from setting up and managing your own sales, operations, sourcing or production in Asia.

With decades of experience in the region, and we have supported European market leaders in reaching their business goals and visions. We now count many of them amongst our recurring clients.



# Our Services



- Continuous support as an efficient alternative for clients to set up sourcing offices, sales offices or other functions.



- Project based support in strategy and advisory within our fields of expertise, such as market expansion, restructuring, sourcing, production and M&A.





# Business Services

We help you grow without carrying the cost and risk of setting up new organizations internally.

With our business services you will have dedicated teams in China or South East Asia working as an integral part of your organization, but under our management and administration and with the support of the rest of our team.

## Example of business services include:

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- Comprehensive Sales office
- Comprehensive Sourcing Office
- Logistics management
- Virtual office (managing salaries and administration for your staff)
- Interim management ( across all c-suite levels)
- Operations management
- B2B sales
- Supplier management and quality control



# Our Expertise



**Market Entry & Expansion**



**Sourcing & Supply Chain Management**



**Restructuring & Transformation**



**Financing & M&A**





# Market Entry & Expansion

Entering a new market can be an expensive and time-consuming process with a steep learning curve. We lower the entry barriers to Asia and guide you to success.

## Typical Projects:

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- Market entry feasibility study
- Comprehensive sales office service
- Market entry or expansion strategy
- Go-to-market step-by-step implementation roadmap
- Practical market expansion implementation
- New segment identification
- Distributor channel development
- Market research
- Product suitability assessment
- Comprehensive market entry implementation

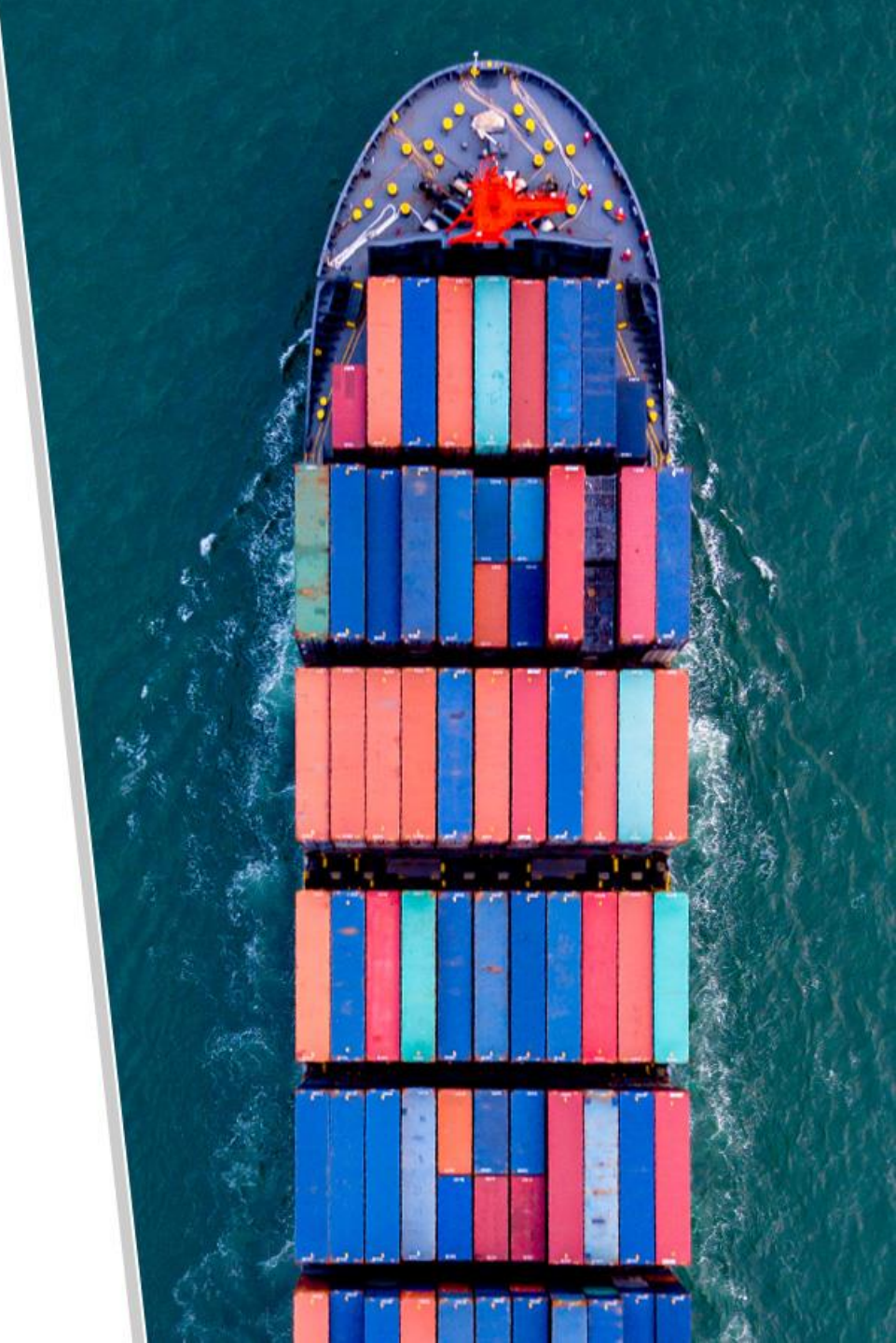
# Sourcing & Supply Chain Management

We help clients in sourcing and manufacturing more efficiently and in reducing total cost across the entire supply chain. Our deep expertise in this field enables us to tailor a solution to exactly your needs.

## Typical Projects:

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- Comprehensive sourcing office service
- Strategic cost management and savings diagnostics
- Supply market analysis
- Establishing production, from concept to serial production
- Supplier identification and assessment
- Cost reduction initiative
- Country/region analysis and assessment
- Logistics management
- Sourcing and procurement training
- Supply chain diagnostics and strategy







# Restructuring & Transformation

We execute restructuring initiatives of organizations, operations and strategies, helping both new and mature companies transition to their next phase of development with minimal disruption.

## Typical Projects:

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- Organizational design and development
- Business process redesign
- Cost restructuring
- Process implementation
- Operational setup and management
- Comprehensive interim management
- Transition strategy
- Compliance strategy
- Transition preparation and training



# Financing and M&A

For companies seeking to expand in Asia through inorganic growth we provide advisory and implementation support, with a focus on cross-border M&A, financing and joint ventures.

## Typical Projects:

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- Partner/investor target search and evaluation
- Fund raising
- Joint venture set-up
- Negotiation support
- Legal set-up and registration support
- Operational due diligence
- M&A advisory
- Divestment support
- Post merger integration



# Selected clients

Read about real client cases at [www.arc-group.com/consulting](http://www.arc-group.com/consulting)





# Leadership



Daniel Karlsson  
Managing Partner

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Daniel Karlsson is the founder and Managing Director of ARC Consulting. He has over 20 years of Management Consulting experience, focusing on Supply Chain Management, Procurement as well as Growth Strategy engagements in emerging markets. Daniel is a leading expert when it comes to business between the Nordic region and China, and has been instrumental in creating countless cross-border success stories.

Daniel holds an MBA from the University of Tampa, US, and a BA from the University of South Florida, US.



Alexander Ocieczek  
Partner

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Alexander Ocieczek is based between Stockholm and Shanghai, heading ARC Consulting's operations as well as legal matters. He is also in charge of the company's venture investments. Alexander has been with ARC Consulting since 2015 and has extensive experience in supporting clients across all of China and South East Asia, as well as in a multitude of different projects ranging from market strategy and business expansion to financing and reorganization. Alexander is a board member in multiple growth companies.

Alexander holds an LL.M in Law from Stockholm University, and a B.Sc in Business & Economics from Stockholm School of Economics.



Sam Li  
Partner

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Sam Li joined as Partner in 2018 and is responsible for all aspects of the firm's operations in China. He brings with him over 20 years' experience leading and advising organizations, and has acquired extensive hands-on experience in market expansion, cross border negotiation and JV formation, corporate strategy, M&A due diligence and operational improvement.

Sam holds an MBA from BI Norwegian Business School, as well as a BS in Mechanical Design, Manufacturing and Automation from East China University of Science and Technology.



Johan Annell  
Partner

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Johan Annell is manager of the Beijing branch. His expertise is in business transformation, re-structuring, the tech sector and operations. Johan has long worked with exports and establishing partnerships in China. His expertise spans various industries such as automotive, sustainable materials, industrial equipment, medical devices and industrial applications of IoT.

He is fluent in Mandarin, and has an M.Sc. in Industrial Engineering & Management from Chalmers University of Technology and a M.Sc. in Financial Economics from Gothenburg University.



Jens Wernborg  
Associate Partner

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Jens Wernborg is based between Hong Kong and Stockholm. He has 25 years of Management Consulting experience in Asia - leading operations in Hong Kong, Guangzhou, Mumbai, and Taipei. Jens has helped hundreds of companies to sell, source and establish themselves in Asia. His experience ranges from FMCG to industrial products, health care and Tech. Before joining ARC Consulting, Jens founded a digital transformation firm. He is also director of Startup Grind in Hong Kong.

Jens holds an M.Sc. from the Royal Institute of Technology (KTH) in Stockholm, Sweden, and an MBA from the Stockholm School of Economics

# Contact Us

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# Thank you for your time

If you have any questions about ARC Consulting, our services or want to start a conversation with us, please contact [consulting@arc-group.com](mailto:consulting@arc-group.com)