



Newsletter

Issue 1 - July 2010

Setting the strategy

Focus on providing R&D specialists to the FMCG, Food Technology, Pharmaceutical and Biotech/life science industries

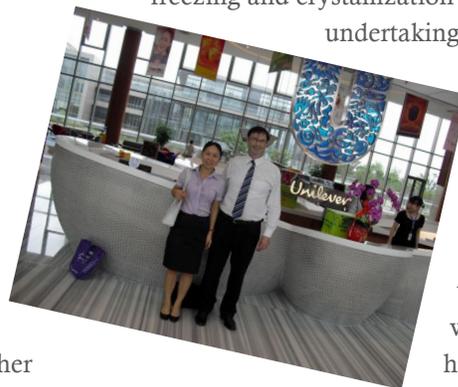
Recent highlights

- 11th June Inaugural Board meeting at The Three Monkeys in Holland Village
- 17th June Cliff & Kat travel to Shanghai for 2 weeks to build office team and consolidate customer base
- 18th June Deal signed with Quadrant for a quality salesforce.com based Headhunting database
- 24th June Cliff & Kat visit impressive Unilever R&D center in Shanghai that is latest client
- 28th June Cliff & Kat visit Otis Elevator in the awesome World Financial Center and land our latest client
- 12th July Q System live and operational
- 14th July Cliff attends the Singapore Food
- 15th July Technical Nutrition Conference



R&D - Our great opportunity!

Unilever have invested more than US\$500m in their new Shanghai R&D center that Katherine and I visited on the 24th June where they are looking to hire a 1000 new R&D staff in the next 2 years. We undertook a challenging but highly interesting meeting with 3 people from HR and a line manager in the freezing and crystallization area where Katherine is undertaking an exhaustive search for a National with a relevant subject this is one of they have given have delighted progress so far in performing the other using by a ratio of 6 to 1 in terms of candidates interview. They also have asked us to find a suitable person to travel around the US universities and meet face to face with Chinese students on campus. We have located the ideal person called Yifan Cao who is a Chemistry graduate of University of California Berkeley and we are now looking to set up Fitco USA to employ him and establish a presence in the US.



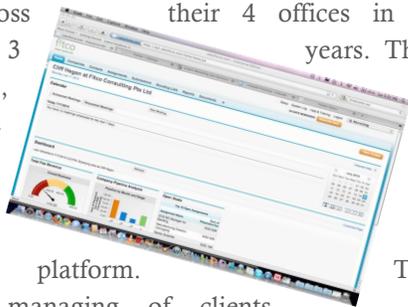
Chinese PhD in a area from a top school. In fact just 18 positions us to fill and we them with our which we are out headhunters they are they wish to

We welcome Dr. Alan Gabelman to Shanghai as R&D Director to Firmenich's new US\$80m facility in the South West of Shanghai. He and his family have now settled in to their apartment and the company are delighted with the knowledge and impact he has made to date. Typical of the problems of doing business in China, our full fee of more than S\$100k has been delayed due to taxation issues transferring more than US\$30k out of China in a single payment but we will be fully paid by the end of July.

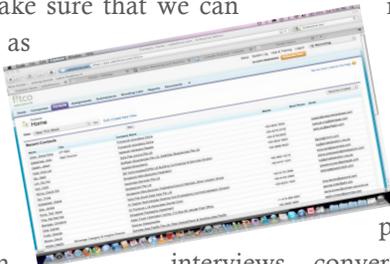
Putting the business model in place

Q System Headhunting database

We have made a \$28,000 investment in a specialist top quality headhunting database that sits on top of the Salesforce.com platform. Our vendor, Quadrant are specialist recruiters for the advertising industry and have developed and been using the system across their 4 offices in China and Singapore for 3 years. The system is comprehensive, use and expandable web based improving salesforce.com platform.



The Q system enables the managing of clients and assignments and the salesforce platform will ensure that we have a sales pipeline management system of the very best quality that is continually improving. The excellent reporting system will make sure that we can consultants as enlightened sophisticated enables us to such as cold CV's result in interviews, conversion of CV's presented to client interviews and many many more will ensure compliance to the RCI 25 step methodology we employ to provide top quality service to our clients.



Getting established in Shanghai

We have now established a Chinese company and we consider more than ever that our presence in both Singapore and Shanghai gives us a competitive advantage over other small executive search firms for whom establishing a presence there is formidable due to the bureaucratic hurdles that need to be overcome. One that we have addressed is capitalizing the company with ¥1,000,000 in order to employ a person who does not have PR. It is a



widespread consensus headhunters Shanghai for they are harder working, hungrier and much easier to manage and motivate. We now have officially appointed Lucy Liu as our office manager and have taken a 9 month lease on a good office close to Shanghai Railway Station, north of Peoples Square. Happily Lucy's husband is a successful Fung Shui consultant and our office is laid out and arranged according to his advice, a good omen we feel for our future! We also have Helen Wang in Suzhou on the Fitco team managing the Wasco account and she is an excellent consultant with a proven track record of success.



Otis Elevator are our latest client following the visit of Kat and Cliff to their China HQ on the 36th floor of the worlds highest building the World Financial Center on Century Avenue in Pudong next to the Jin Mao Tower. Otis is one of the largest MNC's in China with more than 61,000 employees.

We impressed the Singaporean director of HR with our new Brandhub credentials deck and were rewarded the day after our visit with our 1st assignment to source a plant director / General Manager for their Greenfield site manufacturing plant in Chongqing.

Lucy and Cliff have been busy doing the candidate sourcing and screening and our 1st promising candidate will be there for interview on the 21st.

Next board meeting:

6:00 pm on Friday 6th August at the Three Monkeys in Holland Village where details of the board structure, financial incentive arrangements and specific responsibilities will be explained, discussed and agreements established.