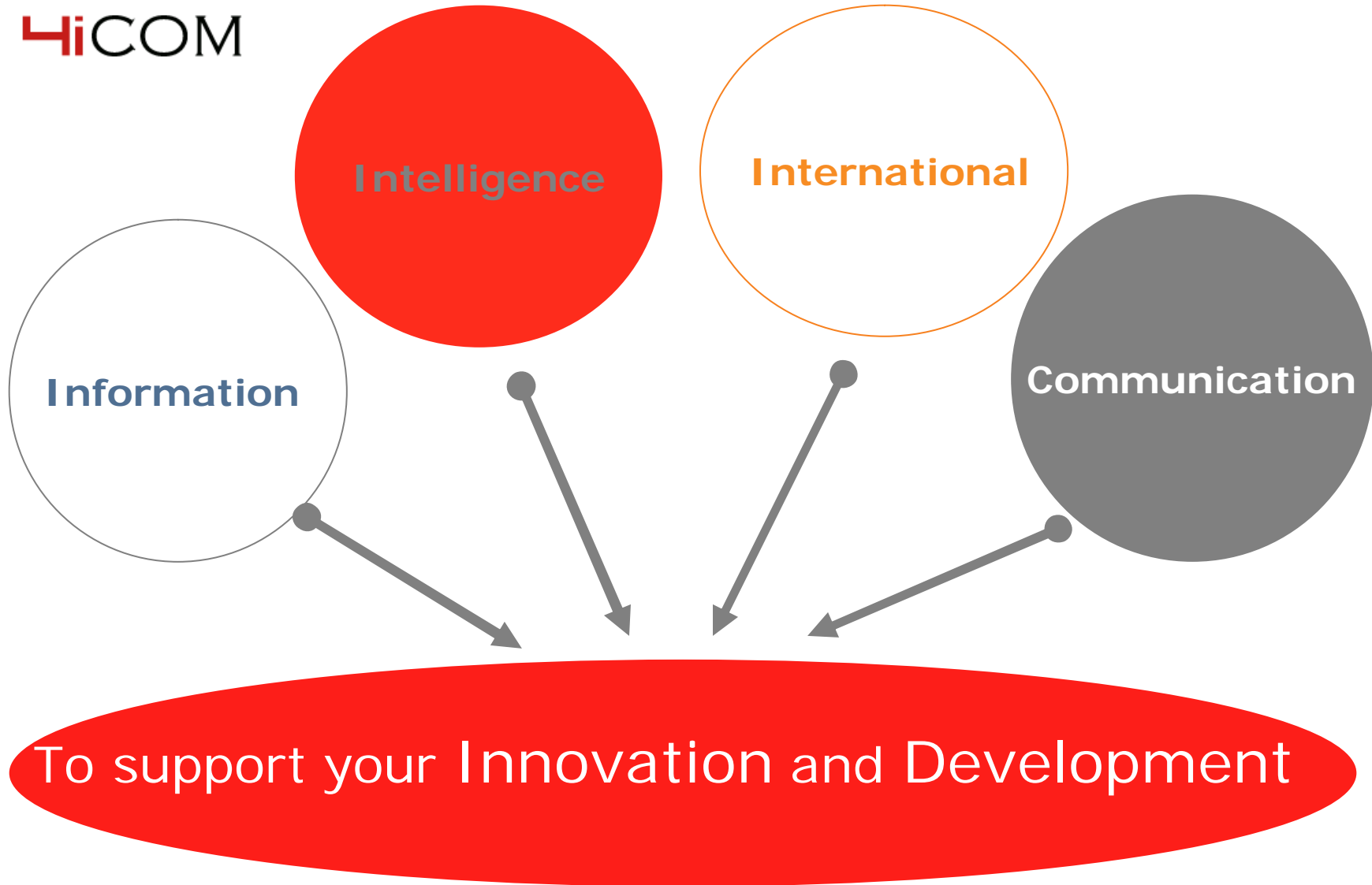


Our know how to support  
your innovation and  
development

Beijing, May 2006

## Corporate introduction

- 4icom is a service company dedicated to innovation at a global scale
- 4icom was set up in May 2000. 4icom is a spin off of Inforama International (Business Competitive Intelligence Company)
- 4icom's growth is around 30% per year
- 4icom has two offices : Paris and Beijing
- 4icom has a network of partners in Brazil, Europe, Israël, Korea, Japan, Mexico, Singapore, The United States, ...



## Main fields of innovation

- Automotive Industry : electric vehicle and its value chain
- Automotive telematics : mobility, navigation, embedded electronics, on board multimedia, fleet, ...
- Spatial : satellite radio, Galileo, satellite application new development
- Telecom : mobile services, mobile TV, portable navigation, telemedicine
- Transport and logistics

## 4icom current projects

New product and services



Definition and development of its telematics strategy included in the “back to innovation” brand program



Support for the development of the Satellite Radio project for Europe. 4icom is leading the automotive T1 relationships and the demonstrator phases development

## 4icom current projects

New product and services



Comprehensive analysis on specific topics and evaluation of potential opportunities in China



Contribution to the Giroads project (roads application of Galileo). 4icom is responsible for the project promotion in Europe and abroad – Seminar to take place in China in September 2006



# 4icom services in China

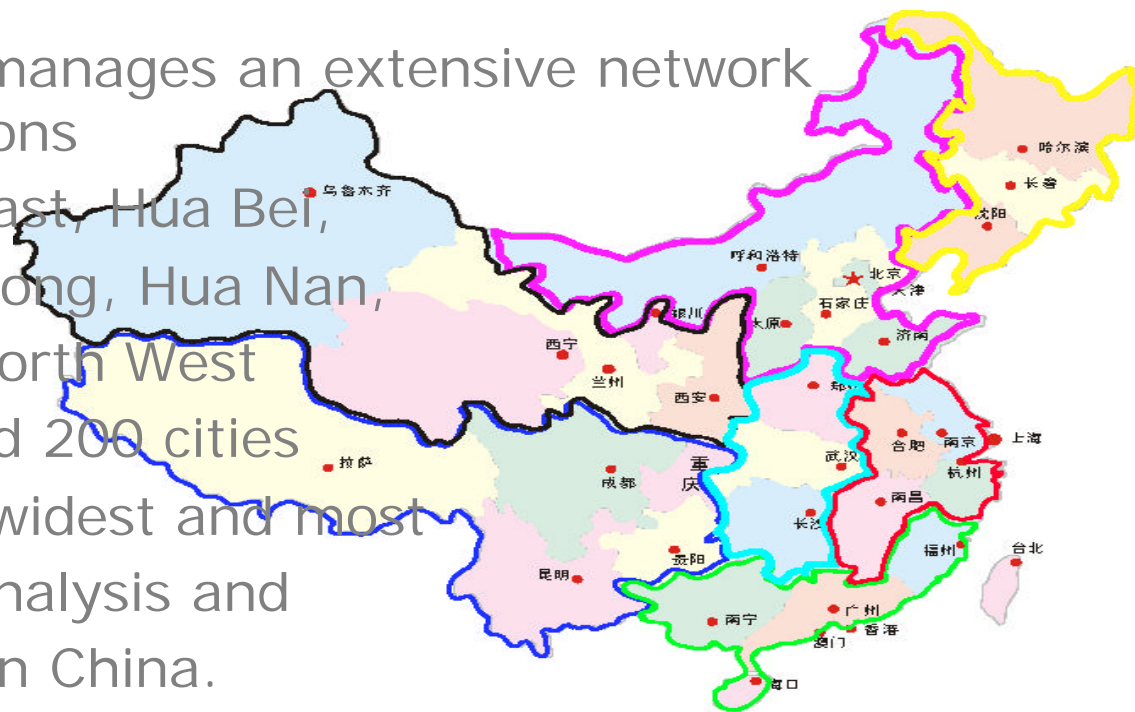
In partnership with Redgate – [www.regate.com.cn](http://www.regate.com.cn)

## China market today

- To many international companies, China offers exciting business opportunities and unique challenges at the same time
- It is not an easy market. It is more like a vast continent with a variety of cultures and traditions . There exists strong differences between cities and provinces, also different institutional levels, not to mention the intricate complexities of operating a business in China
- 4icom China is uniquely positioned to help you face these challenges. Supported by our Paris office, we are committed to China as well as the French-China co-operation

## Our Network in China

- Our local partner manages an extensive network covering all 7 regions of China - North East, Hua Bei, Hua Dong, Hua Zhong, Hua Nan, South West and North West regions and around 200 cities thus, offering the widest and most localized market analysis and support available in China.



## Three action plans :

- **Europe to China:** assist European businesses in order to conduct business more efficiently in China
- **China to Europe:** advise Chinese clients on how to establish relationships and commercialize their technologies in Europe
- **In China:** help French companies already in China to better understand the market, the culture and improve their profitability

## Strategic Services

- Analysis, market study, technology insight, CI, rollout entry strategy, selection of business partners, negotiation support
- Sourcing management and/or optimization - search for suppliers / sampling, price and contract negotiations, production and quality control and logistics arrangements
- Business matching - investment advisory, partner sourcing, due diligence and contractual arrangements

# Strategic Services

- Seminar and conference organization
- Government relations – public affairs outreach to government at all levels
- Training resources management
- Project management support

## On going projects in China :

- Transport and logistics seminar
- Electrical Vehicle development
- PM project issues for Airbus
- the “Croisière verte” from Beijing to Paris with electric vehicles

## On going projects in China : Transport and Logistics Summit

- International Transport and Logistics Summit  
November 2006 – working with China  
Communications and Transportation Association,  
supported by NDRC, MoC, Ministry of Communications,  
MoT, MoR, G. Admin of Civil Aviation, and top 100  
Transportation and Logistic companies in China, e.g.  
China Post, COSCO, Haier Logistics, etc.



New technology • Advanced materials • Novel power sources

## On going projects in China : Electric Vehicle

- Monitoring of Chinese EV development
- Relationships with the key actors in China and Europe
- Network of EV experts
- 4icom Beijing is supporting a major Chinese technology company (subsidiary of CITIC) which has won contract for the 2008 Olympics E Buses
- Definition of the Green Cruise – “croisière verte” from Beijing to Paris with Electrical Vehicles

## Helen Zhang, founder member of 4icom Beijing Innovation and communication consultant



- MBA, a Master of Business in Finance from University of Technology, Sydney, Australia
- BA (English Language and Literature) from Beijing University
- Fluent english and is learning French.

“highly regarded senior corporate strategy consultant and investment banker in the APAC Region”

With a unique, in-depth understanding of both the Chinese and Western cultures, and working closely with the network she has established both in and outside China through the years, Helen was extensively involved in assisting foreign companies on their China related activities. She has established and managed several large investment projects in Mainland China

### Main references

15 years experience working in senior consulting, investment banking and management positions in China, Australia and Hong Kong. Companies she worked with include Citigroup, Bain & Co Consulting, and a few major Chinese state owned and private corporations

# 4iCOM Emmanuel Grandserre, founder member of 4icom

## Senior Partner



- 1992 - ENSEA (Engineer in Electronics and software)
- 1992 – Business Development session in ESSEC (Leading French Business School)
- 1993 – 1994 : French Trade Commission in Seoul – IT fields
- 1995 - 1996 – Consultant in CI Company – Inforama
- 1997 – 2000 – COO of Inforama
- May 2000 – 4icom Founder Member

“Considered as an international specialist of automotive telematics”

As special adviser of the Chief Strategy Officer of Citroën from 1997 to 2003, Emmanuel has developed a good knowledge of the carmakers processes, comprehensive understanding of their expectations and a global human network in the automotive world.

### Main references

14 years experience working in senior consulting project and leading major projects for groups like PSA Peugeot Citroën, France Telecom, Laser, Covea Group (MMA – MAAF – Insurance companies), Workspace (development of the Satellite radio bouquet for Europe), Giroads (Galileo Road Application), Dornier Automotive...

## To contact us :



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