

PRESS RELEASE

Strong demand for consultancy projects in China

New ROI office in Beijing is a great success

Munich/Beijing, 14 June, 2012 – At the beginning of 2012, ROI Management Consulting AG, an international consultancy company with several decades of experience in lean development, production and logistics, opened its new office in Beijing, China. Numerous project inquiries from international companies seeking strategies for managing the growing Asian market and for systematically improving and consolidating local processes, show that ROI made the right decision.



Up until recently, most of the projects relating to China handled by consultancy expert ROI focused on how to successfully move into the market. Since then, numerous companies from Europe and the US have opened up their own sites and facilities in China. The focus has shifted and there are new optimization requirements for these sites. Now, there is strong demand for employee qualification and advanced training, increased efficiency, end-to-end quality management and supply chain security. Moreover, suppliers and joint venture partners require training in order to advance in terms of quality, technology, workflow and production capacities.

Hence, enhancing the long-standing and successful cooperation with CMN, China Management Network Ltd. by opening up a new office in China – staffed with both German and Chinese employees – was a logical step forward. Stefan Weiler (45), a professional consultant with many years of experience in Asia was appointed manager of the new office. Hans-Georg Scheibe, manager of ROI explains the decision to open up an ROI office in Beijing: “The last few years have shown that our customers want one-on-one professional and intercultural consultancy and project support from a local provider. The tasks facing many companies in China are changing dramatically – today, management has to deal with a high number of staff at their facilities and is faced with entirely different challenges compared to when they first moved into the market. This is where we apply the expertise that we acquired over many years.”

For **printable images** please refer to the picture archive at www.roi.de, where you will also find the **German version** of this press release.

About ROI:

ROI is an international management consultancy company with headquarters in Munich and offices in Beijing, Prague, Vienna and Zurich. Since 1980, ROI has been supporting companies with the integral realignment of their processes and structures in areas such as lean production, production and logistics. A clear focus on implementation and excellent consultancy with quantifiable success is at the top of ROI's agenda.

ROI mainly caters to the aerospace, automotive, electronic, machine and plant engineering and the process industry with customers ranging from global players to renowned family-run enterprises. Lean development, lean production and supply chain projects take place in a multinational context in Europe, the US and Asia, with particular expertise in Eastern Europe and China. ROI is an independent consultancy company and 100% privately owned.

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