

# We Open Doors For You in China





# Agency Services

- Evaluating and developing marketing and communications strategies and plans
- Event planning and management
- Tradeshow participation support
- Branding / Positioning
- Media analysis
- Communications tools such as web presence, presentations, brochures, flyers
- Recommendation and handling of suppliers



# Strategic Development

- Supporting business establishment in China
- Defining and strengthening business strategies in China
- Evaluating and developing marketing and communications strategies and plans
- Continuous support of business development
- Branding / Positioning



# Market Entry

- Market analysis and fact-finding
- Strategy development
- Delegation visits and local market expertise
- Information exchange workshops
- Contacts to potential business partners and intermediaries



# Naming and Branding

- Creating the right name for your product or service based on in-depth market research
- Brand positioning and benchmarking
- Corporate identity and design
- Regular brand health check



# The Team

- International Team from China, Germany, Canada, UK, Barbados, Singapore
- Multilingual: English, German, Chinese (Mandarin and Cantonese)
- Wide-ranging multi-industry experience
- Close client cooperation on-site and at HQ



**Marianne Friese**  
CEO



**Jonathan Turner**  
General Manager,  
Beijing Office



**Lily Zhou**  
Senior  
Consultant



**Shufen Tan**  
Senior  
Consultant



**Helen Lei**  
Finance  
Consultant



**Lisa Tinschert**  
Account  
Executive



**Kerstin  
Bergmann**  
Senior Project  
Manager



**Dionne Holder**  
Consultant



**Yufei Zhang**  
Consultant



**Elena Wang**  
Junior Consultant



**Layla Chong**  
Junior Consultant



**Rongjie Zhang**  
Copywriter &  
Translator



# Thanks!

Marianne Friese Consulting GmbH  
Berlin Office  
Tieckstrasse 2  
10115 Berlin  
Germany

Marianne Friese Consulting  
Beijing Office  
Jianwai SOHO  
Building 14, Suite 1606  
39 Dongsanhuan Zhong Lu  
Chaoyang District  
Beijing 100022, P.R. China

Tel: +86 (0) 10 5869 7160 or 61 or 62

Fax: +86 (0) 10 5869 7150

Mobile: +86 134 3954 2566

[jonathan.turner@m-f-consulting.com](mailto:jonathan.turner@m-f-consulting.com)

[www.m-f-consulting.com](http://www.m-f-consulting.com)