



SYNTAQ

Smart solutions for  
international success

Japan / Hong Kong / China / United Kingdom



## Building market presence

Having market presence is critical to market success. Syntaq understands what it takes to bring your organization and ideas to the attention of potential customers, partners, investors and multipliers – and to keep them there. We specialize in making connections. And building relationships that deliver results.

A powerful combination of insights, experience and resources in key markets that support you to build and fast-track your international presence. Where it matters. While managing risk and return on precious resources.

Syntaq's offices in China, Hong Kong, Japan and the UK combined with its global partner network ensure that we can provide presence wherever you need to succeed.

## What we do

### Connecting clients with opportunity

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Syntaq has the experience to spot opportunity beyond the obvious, and the ability to bring the right people into the conversation. We draw on our connections in government, business, non-profit and academia, giving our clients significant leverage. And a truly global perspective.

From the initial discussions through the planning and execution, we stay focused on the unique needs of each client. We are skilled in the art of international opportunity development, from first steps to final deal. We invest the time to understand where you are and where you need to be.

Our investment in developing the same level of understanding with potential clients and partners results in better, faster, more cost-effective outcomes.

## How we work

### Representation

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Taking a carefully crafted proposition to closely targeted audiences is supported by a balanced investment in relationships, together with opportunity generation and conversion. Through this integrated approach, Syntaq helps clients take this to the next level, providing trusted access to key board-level decision makers and multiplier networks.

- From initial market testing through to branded representative office
- Engagement strategies for key target audiences
- Developing relationships
- Identifying opportunities
- Location consultancy for mobile investment

### Network building

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Finding the right partner is a powerful strategy for building market presence. However, in practice this can be tough to do. Syntaq supports our clients to find the right partners to complement their capabilities, market reach and objectives. Our team's direct experience in building leverage networks across multiple markets and disciplines is a powerful differentiator.

- Identifying partners
- Creating opportunities for connection
- Developing strategic alliances

### Developing marketing opportunities

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Through our deep networks and connections across the Asia region, Syntaq can play a role in bringing together commercial propositions, market opportunity and, in some cases, introductions to investment capital.

- Supporting innovative or new-to-market products, services and technologies
- Services for equity
- Surfacing potential markets



Who we do it for

## Our clients cannot be put in a box.

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"One size fits no-one" is a Syntaq belief. Our approach allows us to work with the best to serve a wide range of clients.

- Promotional and trade development agencies of countries, regions, states and cities
- Companies and other businesses across a wide range of sectors
- Non-profit organizations and industry associations
- Internationally mobile individual investors

## Sample profiles

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### Japan operations of \$4bn US Corporate

- Market growth strategy
- Consumer survey and brand review
- Identification of key growth opportunities and roadmap to realise
- New channel introductions
- Support to CEO and top team on implementation

### Italian investment promotion agency

- Market opportunity assessment
- Development of investor engagement strategy
- Proposition development
- Market development and mission support

### UK Advertising and communications agency

- Global client support
- Market engagement and operations support
- Business cultural and translation advice
- Multiple Group Chairman and CEO program management.

### US Economic Development Agency

- Establishment of representative office
- Market development strategy
- Top level relationship management
- In depth corporate and industry research
- Lead generation and project support to US\$bn level
- Multiple mission and promotional events management.

### Japanese Government Agency

- European corporate engagement
- Opportunity generation and HQ liaison
- Board level meetings program
- Project identification and support

### UK Global Consultancy

- Establishment of representative office
- Support for US, European and Japan client projects
- Market development and opportunity generation
- Client relationship management





Who does it

**Proven experts lead specialist teams.**

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All members of the Syntaq team are senior practitioners with many years of direct experience in global, regional or country roles.

**Brian Shaw, CEO**

- Founder and CEO
- Chairman Asia Pacific Leagas Delaney
- MD Asia OCO Global
- US Board Member RESULTS and RESULTS Educational Foundation
- AMP Harvard Business School

**Izumi Hayashi, Managing Partner, Japan**

- Research Director OCO Global
- Global Financial Analyst and Board Advisor US, Europe and Japan
- Chartered Financial Analyst

**Frank Boyland**

**Managing Director, Syntaq UK**

- Asia Pacific Business Development Specialist
- Top level experience as government agency director for Trade & Investment
- Strong technology background in multiple markets

**Michael Wang, Director, China**

- China trade and investment specialist
- Chief China representative foreign companies and government agencies EU and US
- Advisory to city and provincial Government Committees on Foreign Investment in China
- Beijing Business Representative for APEC

Where we do it

## Contact Syntaq

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### Japan

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