



OBG Advisory is able
to provide a wide array
of bespoke research,
consultancy and thought
leadership services.



OXFORD
BUSINESS
GROUP

OBG Advisory

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What we do

From competitor and demand analysis, to market entry and comparison, we are able to rapidly access our well-established network to provide a wide array of bespoke research reports that help our clients make informed decisions and investments, as well as develop their profile.

About OBG 1. Advisory

Through its network of offices in 37 countries across Latin America, the Middle East, Africa and Asia, Oxford Business Group Advisory offers clients unique, on-the-ground research capability which is both flexible to clients' changing needs, and responsive to up-to-the-minute local developments.

OBG Advisory provides bespoke research and thought leadership services to private companies, governments and non-profit organisations primarily focused on fast-growth developing countries.



Examples of recent commissions

Export market intelligence reports for a Saudi government department

- More than 80 market studies, across 20 industrial sectors and 23 countries
- Detailed market intelligence to inform sales decisions within a strategic context
- Country and industry summaries, demand forecasts, sales and marketing overview, competitor and buyer identification, import procedure and supply chain analysis, and recommendations

Comparative market entry intelligence report for a global standardisation company

- Board-level report analysed market potential across key sectors in seven Latin American countries, including food, health care, construction, manufacturing, automotive and aerospace
- Analysed performance, potential and challenges of each market across a number of metrics, including human capital, taxation, ease of doing business, CSR/sustainability and FDI

In-depth smart city analysis for an Asian country's trade promotion agency

- Provided a full understanding of smart city initiatives in Abu Dhabi and Dubai
- Information about government-driven projects, scope for private foreign investment and incentives, among others, to identify potential to export products and services

Market intelligence for a global shipping firm looking to expand onshore logistics

- Comparative intelligence on a number of Gulf and Asian countries
- Focus on supply chain management, warehousing and distribution, intercontinental rail, Customs house brokerage, cargo insurance, trade finance, key local competitors and their market share

**Our collective knowledge spans
18 timezones and four continents**



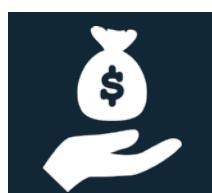
2. Our Approach

Whether it be a competitor analysis, market entry report or a thought leadership document, OBG Advisory prides itself on working closely with our clients to ensure their requirements are not only met but exceeded.

With some of the industry's most experienced analysts conducting on-the-ground research throughout the year, OBG provides its clients with the intelligence and research they need to stay ahead.

OBG Advisory has access to the most accurate statistics and independent analysis available, assisting clients in making fundamental, long-term investment decisions in and about regions where access to knowledge is power.

OBG Advisory provides bespoke research and thought leadership services.



3. Our Services

OBG Advisory is able to provide a wide array of bespoke research, consultancy and thought leadership services.

Advisory Services include:

- Market Entry Analysis & Reports
- Market Entry Strategy
- Market Feasibility – analysing conditions within any given market
- Market & Trend Research
- Legal & Regulatory Environment Reports
- Sovereign Risk
- Country Comparison Reports
- Competitor Analysis & Identification
- Export Product Competitiveness Reports
- Benchmarking & Analytics – enabling bodies to assess the progress of policy/strategy and set goals
- Real Estate & Commodity Reports

Thought Leadership Services include:

- Success Stories – showcasing successful businesses, initiatives, etc.
- Sector/Industry Profile Reports
- OBG Global Platform – online video platform



4. | The Team

Our seasoned analysts have lived and worked in the regions we cover for many years, bringing clarity and experience to the key economic questions of the day. Working with the public and private sectors, OBG brings a breadth of understanding uncommon in the industry, plus an independence of mind that makes its analysis comprehensive and concise. OBG Advisory is overseen from our London headquarters.



ANDREW JEFFREYS



OLIVER CORNOCK

Andrew Jeffreys, Managing Consultant, has extensive, first-hand experience of fast-growth developing economies and the businesses which operate within them. He has lived and worked in the field for Oxford Business Group for over 11 years. During this time, he has worked on a large number of consultancy projects from urban regeneration in Pakistan, to the internationalisation of the Colombian peso. Clients include HSBC, UKTI, Doğuş Holdings of Turkey and Lebanese real estate developer Solidere, where he conducted a year-long international competitive analysis project.

He is a regular guest on television and radio, including the BBC and CNN, and writes often for the regional and international media. He travelled with Prime Minister David Cameron as a delegate on several overseas trips, including to Asia, Mexico and India. In 2012 he was appointed to the Board of the UK-ASEAN Business Council. He holds an honours degree in Politics, Philosophy & Economics from St Catherine's College, Oxford University.

Oliver Cornock, Senior Consultant, has worked with Oxford Business Group since August 2005 and directs OBG Advisory. He has overseen the execution of a range of projects on countries and territories in the Middle East, Africa, Asia and Latin America, for a wide variety of international clients, including bsi; the Government of the State of Osun, Nigeria; the Saudi Arabian General Investment Authority; and various Abu Dhabi government departments, as well as regional business briefings for 14 Middle Eastern countries on behalf of Majid Al Futtaim.

He regularly appears as a commentator on the BBC, CNN, CNBC, and other television and radio stations. Before joining OBG, Oliver worked at British Arab Commercial Bank from 2001 to 2003 in the fields of project finance, foreign exchange and trade finance. He graduated with a BA (Hons) from the University of Durham in 2001. He is a native English speaker, and also speaks Arabic and French.



ROGER HAKES

Roger Hakes, Senior Consultant and Team Leader, has 20 years of strategy consulting experience. Familiar with leading complex international projects, he has conducted market entry and attractiveness studies across a range of industries for private equity and corporate clients such as Unilever and Coats. Experienced working in Europe, the US, Africa, the Middle East and Asia, he recently led a large export study for a Saudi government agency.

He spent his early career at Bain & Company, working as a Manager in the London, San Francisco and Johannesburg offices. Roger has an honours degree in geography from the University of Cambridge, and an MBA with distinction from INSEAD.



PETER BUTLER

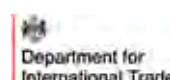
Peter Butler, Consultant, is an experienced project consultant, accustomed to managing remote teams and multiple workstreams in parallel, and ensuring project deliverables and milestones are met.

He has advised clients such as Coats, Royal Mail, Gatwick Airport and Selfridges across a range of strategic issues, and most recently managed a large export study for a Saudi government agency.

Peter started his career as an associate at the Boston Consulting Group, working on market entry, sales and procurement projects for a range of UK and global blue-chip companies. He holds an honours degree in economics from the University of Cambridge.



Clients we work with include:



الوزارة التنفيذية للاستثمار
DEPARTMENT OF ECONOMIC DEVELOPMENT





OBG Advisory

To discuss how OBG Advisory can help your business, please contact:

 ocornock@oxfordbusinessgroup.com

Oxford Business Group is the trading name for a number of connected businesses. The principal legal entities are Oxford Business Associates LLP, Oxford Business Group (London) Limited and Oxford Business Group FZ-LLC.

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