

## **Business Development Advisory Announces Strategic Alliances in China and Europe**

MARIETTA, GA. November 16, 2008 – Business Development Advisory (BDA) announces that it has established strategic alliances with two different independent industry consultants serving the China and European markets. BDA, a US-based growth-consulting firm focused on paper and packaging markets, provides a broad array of market research, strategic consulting, and advisory services to North American clients. With these alliances, BDA will be able to support North American clients who have growing interests in these markets as well as support foreign and global clients with interests in the North American market.

As North American paper and packaging markets continue to mature and developing regions become more significant producers and consumers of these products, many domestic clients are realigning their businesses to position themselves for growth in overseas markets. In addition to developing new capabilities and business strategies to expand into higher growth markets, domestic companies are increasingly seeking to understand global trends and opportunities. To meet these new information requirements, BDA is expanding its scope of services and knowledge base to include local market experts who can provide and access the needed industry expertise and local market perspective.

"These alliances will allow BDA to better service domestic clients interested in these markets and provide more of a global perspective when necessary" says BDA president Frank Perkowski. Andrew Rothwell, principal of PendlePace LTD which is based in the United Kingdom, reiterated this point of view and commented that "this will formalize our close association with BDA and allow us to work more effectively together and better align our service offerings in Europe with those of BDA in the US." Raymond Cui, an independent consultant located in Beijing who has worked extensively in both the US and China and with BDA on recent projects, also stated that "this alliance will formalize our existing relationship and allow us to provide more seamless support to BDA clients needing a broad range of information and local support services relative to the Chinese market".

For more information or discuss a specific need, please contact Frank Perkowski of BDA (770.643.9081 / frank@bd-advisory.com).