

Business Development Advisory and International Diversified Products Announce China Corrugated Joint Venture Initiative

Summary

International Diversified Products (IDP) and Business Development Advisory (BDA) have announced a program to establish a joint venture corrugated manufacturing company based in China. The two companies will work together to identify Chinese and US partners who have an interest in expanding their corrugated packaging business in China through a joint development program. The key focus will be on developing high end corrugated packaging product and service capabilities to better serve multinational companies who have production facilities in China.

North Hollywood, CA (PRWEB) May 9, 2007 -- International Diversified Products (IDP) and Business Development Advisory (BDA) have announced a program to establish a joint venture corrugated manufacturing company based in China. The two companies will work together under the IDP banner to identify Chinese and US partners who have an interest in expanding their corrugated packaging business in China through a joint development program. The key focus will be on developing high end corrugated packaging product and service capabilities to better serve multinational companies and OEM's who have production facilities in China.

IDP is an international company based in California with experience in developing joint ventures in China and providing multinational companies with unique product and service solutions. BDA is a US - based consulting firm focused on helping companies in paper and packaging markets implement growth initiatives. Together, the two firms will provide the leadership and expertise needed to identify the best strategic partners, secure the required funding, and establish the organization and capabilities needed to ensure a successful business.

"This joint effort will allow IDP to expand upon its existing business in China and leverage its capabilities to provide multinational companies with superior product and service solutions" says International Diversified Products President Lawrence Koh. "The growth potential for high quality corrugated packaging products in China and the growing need by packaged goods companies in China for added value services makes this a logical opportunity for us to develop." Consistent with these observations, Frank Perkowski, President of BDA, notes that "many US corrugated manufacturers need to look beyond their traditional US markets to profitably expand their business and better serve their customers who have become increasingly global." "This initiative will provide a few of these companies with the opportunity to expand their business geographically, position their company for long-term growth, and better serve their changing customer base.

IDP has already begun to evaluate several different development opportunities and has identified a number of potential China-based companies that meet its selection criteria. Similarly, discussions are also underway with potential US companies who can provide the required capabilities and expertise needed to meet the growing needs of target customers. Interested parties should contact Frank Perkowski at frank @ bd-advisory.com or by calling him direct at 770-643-9081.