

Kyosay Global Selected to Represent Two New China-Based Investments

Key Players in China's Healthcare and Consumer Packaged Goods Industries Reveal Plans for New Market Entry and Nationwide Expansion

June 15, 2009 - [PRLog](#) -- In a model than many would consider timely, two China-based businesses are bringing together world-class products and services, subject matter expertise and U.S.-based investment in order to profitably meet staggering demand. To lead the way in establishing these investments, key stakeholders have selected Chicago-based Kyosay Global, LLC. Kyosay Global is a management and strategy advisory firm drawing upon an in-depth understanding of emerging markets to drive new market entry, cost-saving opportunities, rapid product development and go-to-market strategies and supplier/sub-supplier transparency.

“I first began doing business in mainland China in the early ‘80s,” said Berk Fernandez, Kyosay Global Managing Partner and U.S. representative of the two China investments. “Since that time, the business landscape has transformed in an incredible way. Today, we are finding entrepreneurs who are capitalizing on their opportunities to lock-in growing markets, and the tie to U.S. investors and best practices is critical.”

One of the investments represents a China-based company that focuses on the full continuum of care and products necessary for mother and baby. Founded by a pediatrician, the company targets affluent customer segments through strategically located wholly owned and franchise retail sites. The company draws from an impressive supplier base including Johnson & Johnson, P&G, Wyeth, Abbott China, Philips AVENT, Nestlé and Fisher Price. Currently ranked fifth within this multibillion-dollar market, this company seeks investment to execute on its strategy to expand nationwide and into other profitable vertical markets.

“We have been very impressed by the strategic partnerships created within these investment opportunities in order to drive the business,” explained Sunny Yang Garten, Kyosay U.S.-China Manager. “Through relationships, targeted co-location and government associations, these businesses have been able to capture very profitable channels and province-wide advocacy. There is no better marketing than that.”

The second investment is driven by three leaders in the China hospital community. They bring together extensive healthcare management experience, excess demand nationwide, growth in China's affluent market segment and the shift toward hospital privatization in a unique vision for a combined women's-children's hospital. The first of its kind within one of the fastest-growing provinces in China, this hospital will rapidly become a model for nationwide expansion and quality of care.

In addition to offering potential U.S. investors an attractive investment in a newly industrialized economy, these opportunities continue to expand Kyosay Global's knowledge and services footprint in Asia. To learn more, contact Berk Fernandez at bfernandez@kyosayglobal.com (847.778.9587 Mobile) or Sherry Sullivan at ssullivan@kyosayglobal.com (814.777.3340).

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Kyosay Global is a management and strategy firm successful in providing market entry, operations management, contract manufacturing, global sourcing and supply chain management expertise. With sourcing and engineering teams in China and India, Kyosay Global and its product engineering/design and logistics subsidiary, KGIG, help companies attain supplier/sub-supplier visibility, improve cost structures, introduce OEM/new products with minimal investment and drive entry into new markets.

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