



**A&J** CONSULTING  
INTERNATIONAL

*Our Business is to Develop Yours*

**Consulting &  
Business Advisory  
2020**

Australia | China | France | Germany | India | Israel | Japan | Russia | UK | USA



# Who we are

A&J Consulting International is a Management Consulting and Investment Firm that primarily deals with cross-border business expansion and entry to new markets. We help Chinese businesses expand globally and support overseas investment to enter China. We also assist in the right-sourcing of suitable partnership firms and corporate establishment. Our work with the international business diaspora aims to make the cross-border interaction smooth and mainstream.





# What we do

Based on the national "Belt and Road" initiative, A&J Consulting International promotes bilateral trade and aims to help Chinese companies expand their business and investment in foreign markets and helps to find target companies to develop mergers and acquisitions. Our company provides business information to its clients, finds the best industry location, a suitable joint venture for a comprehensive business environment, and provides tailor-made solutions. The company's goal is to provide a "One-Stop Service" to help enterprises solve various business & investment risks caused by information asymmetry between China and respective foreign markets, for the two countries' to build a safe and reliable service bridge.





# Our Story : China & India

The 2 largest Asian markets - China and India have a sentimental ethos with the firm's founding members. With offices in China and India, A&J is headquartered in Zhejiang Province. Pioneering in 2 major complex markets in the world, our expertise in the Chinese & Indian business ecosystem gives us a unique advantage in addressing key issues. We aim to bridge China and India with the world as these 2 nations will lead the next industrial and digital revolution.

A&J's core business focuses on delivering the best services to help our Chinese clients expand operations and identify portfolio companies for investment in India. Also, help our Indian clients incorporate, expand operations, and gain market access in China. We provide a "One Roof-Solution" to navigate the Indian & Chinese markets. We also aim to bridge the business gap between China and India.

Keeping our core values in mind, we are continuing to expand to foreign markets to offer our services globally.







# We are different

Our unique advantage is the founding members have a dual national background of China and India with a combined experience of 20+ years in the field of entrepreneurship, cross-border business development, financial & real estate risk advisory and investments.

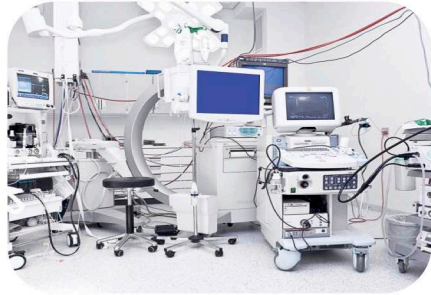
We are a trusted consultant and partner for many firms across the globe. We work with our clients to solve their hardest and most challenging problems. Our deep market experience and leadership mindset helps us to engage and address issues more dynamically. Our long-lasting client relationships are founded on “Absolute Trust” which helps us represent our clients and customers in any part of the world with the same consistency and uncompromising mindset.



# Industry Expertise



Pharmaceutical & Healthcare



Medical Equipment Manufacturing



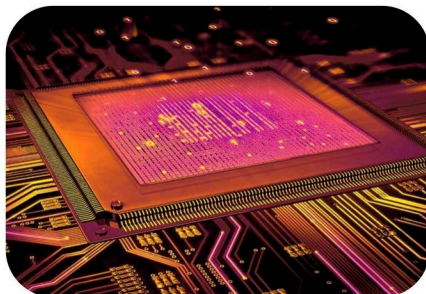
Metal Manufacturing & Recycling



EV Mobility



Automotive



Hi - Tech



Financial Technology



Industrial Goods & Services



E-retail & E-commerce



# Our Services

## Investment Services

Investor Sourcing & Relation  
Investment Framework  
Foreign Direct Investment

## Consulting Services

Market Data & Analytics  
Report Research & Preparation  
Business Development  
Product Sourcing  
Due Diligence  
Corporate Establishment  
Legal & Tax Advisory  
Audit & Risk Advisory

## Business Services

Access to key networks to expediate  
Government Relations & Support  
Industry Trade & Outreach  
Partnership Sourcing  
Import & Export Services  
Business Tours & Visits  
Language Translation & Interpretation

## Digital Services

Social Media Marketing & Campaign  
Website Development & Analytics  
Content Creation and Promotion  
Web & Mobile HTML and Mini Program  
Sponsorship & Partnerships  
E-commerce platform  
Integration & Affiliation



# Highlights

## Medical Expo – July 2019

On July 23-26, we jointly hosted a medical exhibition with the "Zhejiang Department of Commerce" in "MEDICALL 2019" in Chennai. Talks on how India and China can collaborate in the medical space were showcased and discussed.



## GEM Hospital Visit – July 2019

GEM Hospital is South India's largest gastroenterology and laparoscopic hospital. On July 30, a visit to GEM Hospital, Chennai was organized for Chinese delegates and exhibitors from MEDICALL 2019 to showcase the Indian hospital ecosystem & environment by A&J Consulting International. It was an honor having Dr. Asokan, CEO GEM Hospital address the gathering and shed light on Indian medical practices and Indian medical technology.





# Highlights

## **Business Network Incubator – October 2019**

We addressed the BNI Chapter on Sino-Indian trade relations, policies, challenges, and the Chinese start-up culture. Industry awareness from consultants, lawyers, and industry experts on China trade relations and the NEXT STEP FORWARD was addressed in detail as many favorable regulations have been put in place recently. We urged more and more entrepreneurs, MSME, and traders to seek professional consulting assistance in cross-border commerce to ensure seamless & smoother business transactions, lower risk, lower uncertainty, and higher yield.



## **Meeting with Tamil Nadu's Industries Minister – Feb 2020**

It was a wonderful experience interacting with The Hon'ble Minister for Industries, Tamil Nadu in February 2020. We are committed to bringing innovative companies from China to Tamil Nadu. Our focus on hi-tech and emerging industries and how they can contribute and uplift the TN economy and support the "TN Goes Global" initiative was discussed. We were pleased to receive such warmth and support from the Industries Ministry.





# Research Business

Our Research Business consists of Requirement-Framework Modelling, Market Research & Analysis, Business Environment Due Diligence, and Business Report Preparation.

We work with our clients & partners in understanding their requirements to formulate and carry forth the most appropriate form of research to understand the operating landscape with their respective risks, policies, and future scope. Ideally, our research across sectors/ industries will cover the business environment in comparison with competitors, policy landscape, industry insider's expert opinions, and future trajectory on what to be expected.

We undertake the following Report Preparation

- 1) **Market Research Report** – Country/ Region/ Industry Specific Analysis, Location & Penetration Strategy etc.
- 2) **Feasibility Report** – New Market Entry, New Product Vertical, etc.
- 3) **Investment Framework Report**
- 4) **Consulting Feedback Report** – Detailed Feedback on Events, Business and Expansion Model, etc.
- 5) **Policy Evaluation & Comparison Report**
- 6) **Information or Data Report** - Focus Group Data Collection, Psychometric Analysis, etc.
- 7) **Special Report** - Trade, FTA, Geopolitical Landscape, etc.



# Research Highlights

## Special Report – July 2019

We created a Special Report for the Huzhou Government. The report comprised of 2 phases, the current economical environment, and the geopolitical landscape. We looked at factors on how regional politics affects business. Also, we analyzed how regional religious values and societies affect FDI and overseas business presence in the third country. Taking these factors we concluded how future Chinese businesses will operate in comparison to Indian and American companies in the third country.

## Consultation Feedback Report – October 2019

We were invited as special attendees to an FDI event in Huzhou. We participated and observed the entire event from the start to finish. The local government asked us to provide a Consultation Feedback Report which systematically evaluated the various aspects of the event, including the panelist & crowd diversity, business & investment success rate, event organization, delegates experience - food, stays, etc. We considered multiple factors into consideration before providing a thorough analysis of the FDI event.





# Research Highlights

## Special Report – June 2020

We created a Special Report for the Jiangsu Government. We provided an in-depth understanding of the Sino-Indian FTA and Trade Relationship. We addressed the recent trade deficit, import, and export market value and share between India and China in comparison to the USA, EU & Middle East. How dependent is India on China in certain trade categories and what role can Jiangsu business community play in India were researched and analyzed. Also, the recent risks due to COVID, local policy reforms, and other uncertainties were addressed.

## Market Research Report – August 2020

A&J was tasked with being the International Consultant of a large private company in Zhejiang. Our task was to oversee the company's international division. We created a Market Research Report of multiple foreign markets to understand the industry, target customer scenario, go to market strategy, etc. Also, local competition and partnership channels were analyzed and identified.

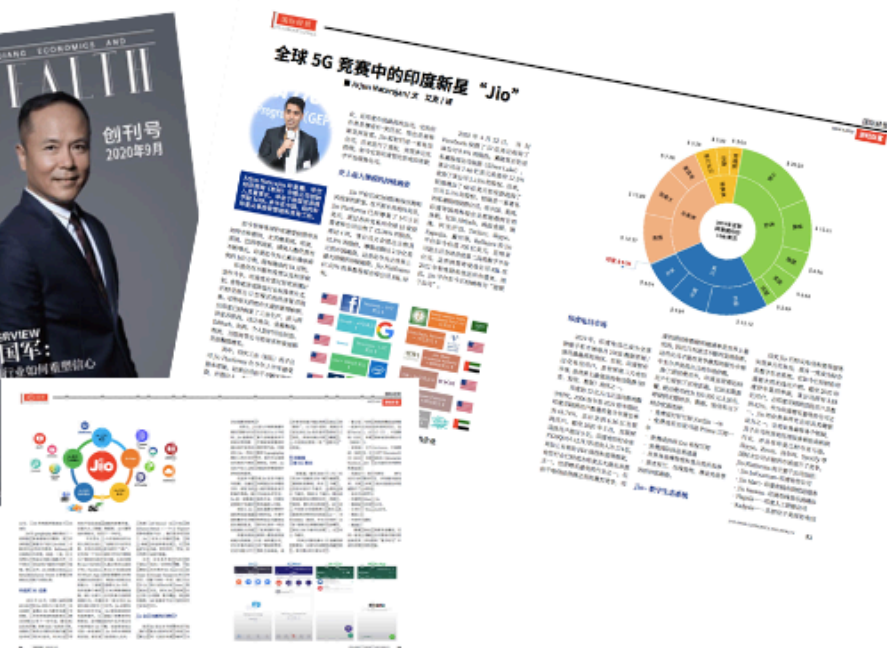




# Research Highlights - Magazines & Newsletters

Members of A&J write for various magazines and newsletters in China. Many articles are published in top magazines & newsletters in the country. All our articles are carefully researched and analyzed by our team to give a more thoughtful, realistic, and articulated perspective to our readers. For in-depth articles, the research carried out is similar to that of a report. Our research and analysis across industries and governments are used to write these articles.

## Few Recent Publications - 2020



在紧张的双边关系下，中印贸易该何去何从?

Original 浙江境外投资 浙江境外投资

FDI

印度FDI政策发生重大变化，中国投资者如何应对

Original 浙江境外投资 浙江境外投资 4/23



# Alliance Members





# Alliance Members



浙江省商务厅  
Department of Commerce of Zhejiang Province



创新互联  
Innovare



科技金融时报



浙江省并购联合会  
ZIMAA | ZHEJIANG INVESTMENT  
AND M&A ASSOCIATION



浙经国际



德恒律师事务所  
DeHeng Law Offices



Chennai Centre for China Studies



# Our Global Presence





# Get in Touch



*Our Business is to Develop Yours*

## China Office



Ph: +86 137 5823 5285



office@anj.international



Office 304, Building E1, ZJU Rainforest,  
Xihu District, Hangzhou, Zhejiang, China

## India Office



Ph: +91 96 555 31200



office@anj.international



27/1 Rajamanickam St, Hasthampatty,  
Salem 636007, Tamil Nadu, India



Follow us



[www.anj.international](http://www.anj.international)

