

## **The Red Synergy Corporate Fact Sheet**

**Red Synergy is a project  
management firm  
specializing in company  
establishment and  
restructuring**

## PEOPLE ASK: WHY THE NAME

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Let us start with the word “Red”

Winston Churchill had a thing about colors. He said: “I cannot pretend to be impartial about colors, I rejoice with brilliant ones (and am genuinely sorry for the pale ones)”. We feel the same. We rejoice in red because it is alive, inspiring, and often used to suggest speed combined with confidence. Besides, red is the most significant color in China expressing prosperity, passion, and pride. Hence our desire to bring prosperity and success to our clients.

“Synergy”

Every project in China is often a multidisciplinary task. By structuring the project and coordinating the different professionals involved, we create and manage synergies.

Our logo

To satisfy our clients and achieve our goals, we need to have a good command of changing situations, without losing focus. We chose the dragonfly as it flies at the right height to enjoy the overall scenery, and to have a clear picture of the specific details.

## PEOPLE ASK: WHAT WE DO

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We provide turnkey solutions to manage the start up and restructuring of a company in China.

Our competitive advantage lays in the combination of our different experiences. Throughout multiple assignments we have developed a deep understanding of the needs, which aspects must be taken into account, and finally ‘translate’ the local features and requirements when implementing a project in China.

## PEOPLE ASK: WHO WE ARE

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Our company is composed by professionals coming from the legal, business and consulting industry. Everyday we remind ourselves the Chinese word “JINPU”. It refers to the idea of constantly striving for improvement, or an attitude of continually looking for ways to improve, even the smallest of details.

Red Synergy is based in Shanghai and “walking the extra-mile” allows us to carry on assignments in different regions of China.

## CONTACT THE RED SYNERGY

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### NEW ENQUIRIES

0086 (21) 62580675

[inquiries@theredsynergy.com](mailto:inquiries@theredsynergy.com)

### CAREERS

0086 (21) 62585530

[resources@theredsynergy.com](mailto:resources@theredsynergy.com)

### THE RED SYNERGY

Room 601A, 555 West  
Nanjing Road, 555 Building,  
200041 Shanghai, China