

A new perspective for a distribution hub

A new perspective for a distribution hub

The Red Synergy

Globalisation

Our client

Client's needs

RS advantage

Our approach

Outcome

Our client

Top photo and video professionals around the world look for high quality tripods and accessories for their cameras. Our client is a **UK listed group serving customers in the media sector.**

A new perspective for a distribution hub

Client's needs

The client was seeking assistance to:

➔ **Set up its own distribution hub** in Asia.

I want
more!

A new perspective for a distribution hub

Red Synergy's advantage

The client turned to RS for:

- ➔ An insane passion to **design complex structures**.
- ➔ A tested **capability in unbundling issues**.
- ➔ A sound **methodology to integrate different pieces of information** into a single structure.

hint but ok it a

Think about it

Our approach

The project took place in Hong Kong and China involving the establishment of different entities. It required legal, fiscal and logistic planning for several units located in 5 different countries.

This is what we did:

- ➔ Suggested an **open architecture** model. By allocating different tasks to different professionals, **the job was performed by the best at the most competitive price**. Under RS assistance, the client appointed a top accounting company and a leading logistics and supply chain management company.
- ➔ Developed the legal “spine” structure upon which all the other elements should lay.
- ➔ Put all the pieces together, **harmonizing** the structures.

One
step
at a
time

Outcome

This is what happened:

- ➔ **Careful planning** and **complete dedication** allowed RS to **successfully carry out** the job.
- ➔ RS soon became an **effective information hub**, acting as an internal resource to coordinate several professionals and entities.

WOW!

This is based on our understanding of relevant PRC Law and practice and our experience in representing foreign companies in their business activities in the PRC. As a foreign company we are not authorised to practice law in the PRC and cannot express a formal legal opinion on PRC law. The application of PRC laws and policies regarding the activities of foreign enterprises in the PRC is constantly evolving.