

# Re-imagine a Greenfield project

The Red Synergy

# A new order

## Our client

If you ever get the chance to ride a Ferrari, pay attention to the horse badge, the so-called *"cavallino rampante"*, positioned at the centre of the steering-wheel. This is only one of over 17 million **automotive emblems** that our client produces each year. To follow its customers, a new production facility was established in China.

# Client's needs

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The client was seeking assistance to:

- ➔ **Establish** the company.
- ➔ Manage all the **related administrative aspects** involved in the start-up.

As **simple**  
as **that.**

# Red Synergy's advantage

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The client turned to RS for:

➔ Substantially **reducing the start-up time of the operation.**

**Plan**  
**is the key**

# Our approach

This is what we did:

- ➔ **Applied** innovative methods to **synchronise** all aspects involved in the administrative start-up of the business.
- ➔ **Used** an **open architecture** model to have the **best professionals** performing the job at the **most competitive price**.

From **A** to **Z**.

# Outcome

This is what happened:

- ➔ The **start-up method** significantly shortened the set up from ten to seven months.
- ➔ RS acted as a hub between the client and the professionals, freeing the client's operating management from moving to China until completion.

Q: Is that **all there is?**

A: **Quite possibly!**

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.