

PRESENTATION  
OF  
CAPABILITIES

---



**GSGM**

# Firm History

- The firm's roots are in the sale and installation of leading Western foundry equipment into South Korea and China
  - Molding lines, shot blast, shakeout, centrifugal cast, electric furnace melting equipment, etc.
  - *GSGM has equipment in >30 plants in Asia*
- Staff metallurgists, casting engineers and SQDE personnel live PPAPs, Gauge R&R, Process FMEA everyday
- GSGM takes an APQP approach to launching all projects
- Capable of working equally successfully on both commercial and technical sides of the table



**GSGM**

# Offices In Asia For 30 Years

- Headquartered in Asia for 30 years, GSGM is a American-owned firm that provides a *Who's Who* of industrial leaders with four key product offerings to those who wish to benefit from strategic opportunities in the Pacific Rim.
  - Best Cost Country Sourcing
  - Market Research and Competitive Intelligence
  - Independent Quality Audits and Sourcing Rescue Missions
  - Sales and Marketing of Western Product Into Asia
- GSGM is a partner and an extension of your operation – *Your Eyes and Ears on the Ground in Asia*



# GSGM Advantages

- Proven record of performance; providing product to North and South America, Europe and South Africa
- Proven record of performance; acting as the sole China Sales and Marketing arm for multiple companies
- Access to the leading suppliers of components, sub-assemblies and finished products
- Highly-experienced staff (350+ years)
- Offices in China, South Korea and U.S.
- Real-time project information
- Korean, Japanese and Chinese Language skills
- Conducted assessments of >1,500 Asian plants
- Immediately brings you in at the highest levels of management with all suppliers and potential customers



**GSGM**

# GSGM Advantages

- We become a strategic partner
  - We actually appear on the organizational charts of many clients
- **Total Rim Involvement™** - the ability to source from any necessary country or plant without bias – we work on your behalf
- **Total transaction transparency**
- **24 / 7 Program Support - GSGM's President has resided in Asia for over 30 years**



- **Strong technical organization with an emphasis on process and quality**

## Key Team Members

- Sourcing Professionals
- Sales and Marketing Professionals
- Market Research Professionals
- Metallurgical, Mechanical, Chemical Engineers
- SQDE / QA Professionals
- Project Management Professionals



## GSGM Serves a Broad Range of Clients...

- NYSE / Industrial 500
- Mid-Tier Industrials
- Private Equity
- Turnaround Specialists
- Niche U.S. and European Manufacturers
  - i.e. *High Mix, Low Volume*





# And Industries

- Railway
- Construction Equipment
- Agricultural
- Material Testing
- Pumps, Valves and Compressors
- Home Building
- Small Engine
- Bearing
- Power Generation
- Furniture
- Aerospace
- Marine, ATV, Motorcycle and Snow
- Textile
- Electronics
- Automobile & Heavy Truck
- Fitness & Sports Equipment
- Machine Tool
- Electric Motors
- Retail
- Ship Building



**GSGM**

# Four Distinct Service Offerings...



Best Cost Country  
Sourcing



Sales and Marketing Into  
China



Market Research and  
Competitive Intelligence



Independent Quality  
Audits and Sourcing  
Rescue Missions



GSGM



# Best Cost Country Sourcing

- Vast database of thousands of suppliers by commodity and category
- Conducted assessments of >1,500 facilities
- Systems build a bridge across the world
- Engineers, metallurgists and SQDE on staff
- Online, web-based project repositories housing all project information
- Detailed Project Tracking Sheets
- Matrix based recommendation output
- APQP approach to launching all new programs
- Entire spectrum from source ID through qualification and project management



**GSGM**

# Sales and Marketing Into APAC

**GSGM has taken multiple companies from virtually no sales and market presence in Asia to leading positions**

- Examples of services available:
  - Identify and profile potential customers
  - Coordinate and manage trade show exhibits
  - Develop new, and translate existing, presentations and sales collateral
  - Lead sales presentations direct to clients, or along with current your staff
  - Provide introductions at the highest levels within target customers
  - In-country website development and domain registration assistance
  - Assist with the recruitment of field sales, application engineers and other technical support personnel; screen any current personnel for GSGM opinion
  - Ability to transition smoothly to a new sales force or to augment current efforts
  - Establish parts and service operations after initial equipment is placed
  - Strategic pricing reviews
  - Trademark assistance
  - Technical / after sales support



**GSGM**

# Market Research

*ACTIONABLE MARKET RESEARCH AND INTELLIGENCE* for the Asian markets. Whether you wish to identify strategic suppliers, benchmark a competitor or assess a marketplace for sale of your products, we are uniquely qualified to assist you.

## Approach

- Every project is custom tailored; no "off the shelf" reports
- Situation assessment - mutually understood and agreed upon objective, methodology, scope, timing and budget
- Highly technical engineering team provides assistance
- GSGM's vast secondary sources database is tapped
- Detailed interviews conducted throughout the value chain to include key opinion leaders and subject matter experts; face to face and telephone interviews, online and mail surveys
- Mid-point reviews ensure alignment and allow for re-calibration
- Analysis of robust data into actionable recommendations

## ***THE GSGM ADVANTAGE -***

*A truly unique and seamless capability of shifting from market research stage to sourcing assistance*



**GSGM**

# What's In Your Competitor's Container?



- Develop a snapshot of your competitor's imports into the U.S., as well as that of your Asian suppliers, to determine if what they are representing to be true is actually the case
- Review shipments of your own suppliers to ascertain whether or not they are, unknowing to you, supplying the competition
- Conduct primary interviews with your competitors, their customers and suppliers to assist your intelligence efforts
- GSGM is uniquely able to take the next step in the process to conduct quality audits of identified competitor suppliers or to initiate sourcing of similar programs
- Let GSGM offer suggestions on masking your supply base
  - **You worked hard and spent considerable resources to develop it, now protect it!**



**GSGM**

# Independent Quality Audits



**GSGM**

Visits existing or potential supplier(s) to provide an unbiased assessment of their capabilities

Rapid deployment of GSGM SQDE personnel – many times within the same day

Audits range from basic process capability to full blown QS/TS-oriented

Interim and output reports quickly available

Conference call subsequently held to discuss findings along with report output

Daily rate structure

# Rescue Missions

## HAS YOUR ORGANIZATION FACED ANY OF THE FOLLOWING WHILE TRYING TO SOURCE IN CHINA?

- Suppliers substituting local materials without your consultation?
- A supplier outsourcing part of the manufacturing process (i.e. machining) when you were told everything was done in-house?
- PPAP data does not match the actual physical part layouts ?
- No provisions in contracts for raw material or foreign exchange movement?
- Lack of lot segregation or work instructions upon plant inspection
- The brochure looked great..the website even better..the plant was a hole in the ground
- Found out you were really dealing with a trading company and not the manufacturer directly - creating unnecessary markups and lack of direct communication with the people making your parts
- Found out the your supplier has changed without any notice or approval by your organization
- Found out that your "Advisor" utilized an online directory without ever visiting the plant and after you have spent countless thousands?



**GSGM**



## Strong, Connected Leadership Team

- **Mr. Paul Macler – President**
  - 30+ years in the metals industry
  - 1976 New York State Small Business Person of the Year
  - Prior advisor to the New York Federal Reserve and State University of New York System
  - Strong technical and metallurgical background
  - 30+ years of experience in the Pacific Rim
  - Decorated military officer
  - Located in Beijing office





# Key Point People and Contact Information

## GSGM Contact Information:

**Paul Macler**

CEO / President

Beijing, China

(86) 13511008801 (Cell)

[Paul@GSGM.biz](mailto:Paul@GSGM.biz)

**[www.GSGM.biz](http://www.GSGM.biz)**