

INTELLIGENCE INSPIRED



grmc
Advisory Services

EMPOWERING IMAGINATION WITH INSIGHT



The complexities of understanding challenging markets require expert insight. Distorted market boundaries, evolving regulations and advances in technology constantly impair clarity.

For us, at **grmc**, accurate information is just the beginning. We read between the lines, look beyond the numbers and provide intelligence that inspires. A passion for precision and an obligation to objectivity have been our cornerstones for more than a decade of consulting in emerging markets.

We have consistently delivered winning strategic solutions across multiple industries and economic activities. With a reputation for solving the most challenging problems, we have become the trusted advisor to governments, institutions and leading businesses.

Simon Lindsey
Managing Partner

DRAWN TO THE LIGHTS

The percentage of the world's population living in cities has grown exponentially, from 3% in the 19th century to over 50% by the start of the 21st century.

Sustainable infrastructure development requires sound initiatives backed by expert insight. **grmc** has delivered market, financial and spatial planning input for more than 250 million SQM (BUA) of real estate development, totalling US\$ 275 billion in project value.

1800

1850

1900

1950

2000





DEEPER LOGIC FOR HIGHER AMBITIONS

WHO WE ARE

Founded in 1999, **grmc** operates in emerging and frontier markets to bring clear thinking and deeper logic to complicated issues facing businesses and governments.

With over a decade of providing rigorous analyses, strategic consulting and expert testimony to client entities operating in complex business environments, we continue to generate balanced, fact-based recommendations. Over the years, we have made a significant contribution to some of the world's most ambitious projects. Our clients rely more than ever on our experience in a wide array of industry sectors and gain sound leverage through our diverse functional capabilities.

We are creative thinkers and the solutions we produce generate exceptional clarity with a fresh perspective on established thinking.

..... RIDING IN THE SLIPSTREAM OF THE F1 MARKET

What's bigger than Apple and
attracts more viewers than the
population of Europe?

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grmc's economic impact studies have enabled government and corporate entities monetise contribution of events ranging from F1 racing to film festivals and from the establishment of research universities to air shows. In all, *grmc* has measured over US\$ 95 billion of economic and social contribution.





DELIVERING A DECISIVE ADVANTAGE

HOW WE ARE DIFFERENT

At **grmc**, we deliver not just reports, but inspirations. Providing sound business advice means turning powerful analysis into straightforward, clear and actionable answers.

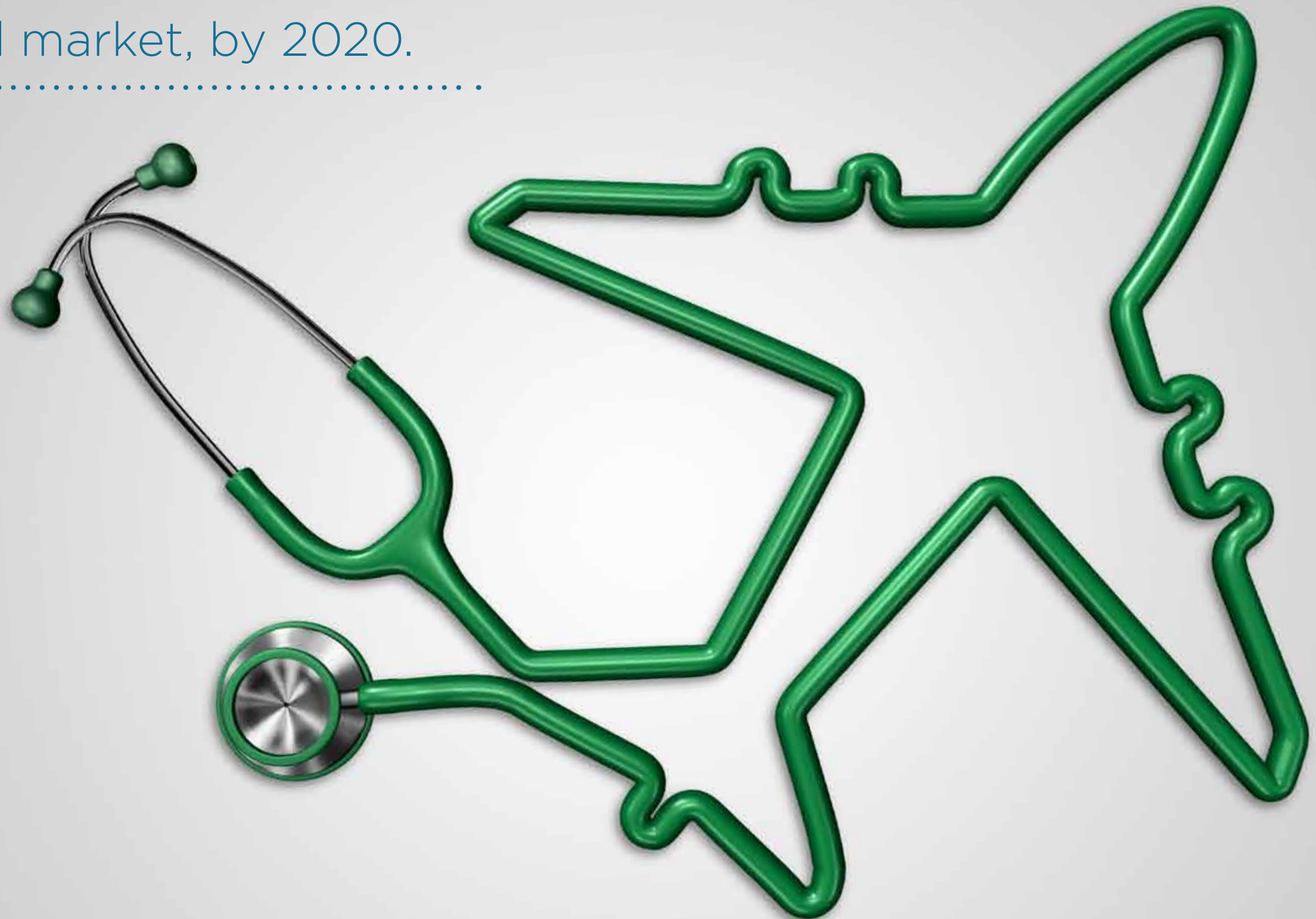
Our principal advantage is our unique ability to blend traditional research activity with professional consulting services to optimise our leverage over conventional methodology. We understand the most challenging problems require deep industry and functional expertise, and it is our business to confront and solve difficult strategic issues. Our approach is driven by challenging assumptions and pursuing facts, we thrive on the philosophy of evidence, not opinion.

With real time, up-to-date information and advanced analytics underpinning our consulting, we deliver impartial advice that creates value and strategic advantage for our clients.

HEALTH MAKES THE WORLD GO AROUND

The medical tourism market is expected to reach US\$ 300 billion, constituting more than 15% of the global travel market, by 2020.

grmc has investigated epidemiological trends across emerging markets, accounting for over 25% of the world's population. Furthermore, we work closely with healthcare regulators and leading hospitals to benchmark medical performance.



RESEARCHING RESEARCH

A man in a dark suit and tie is looking through a pair of gold-colored binoculars. He is positioned in the lower-left quadrant of the frame. The background is a blurred, blue-tinted image of a modern building with large windows. A large, semi-transparent watermark of the word 'RESEARCH' is overlaid diagonally across the entire image.

WHAT WE DO

Where research companies stop we continue. We offer clarity, strategic insight and direction to nurture confidence and imagination.

We do not rely entirely on publicly available information, which is often compromised and largely insufficient. The necessity to expand and enhance is vital. We invest significant time and effort to develop and expand our knowledge base, conduct primary research to gather fresh information and data. From applying innovative techniques and advanced statistical models to diligently identifying the most relevant insights from overwhelming volumes of data, we make no compromise in delivering precisely reasoned and clearly communicated results. Our collaborative work with academics at leading American and European universities has been translated into state-of-the-art analytical models and consulting outcomes.

Accomplishing our goals requires that we lead the way with a deep commitment to objectivity and also have the courage to champion unconventional solutions.

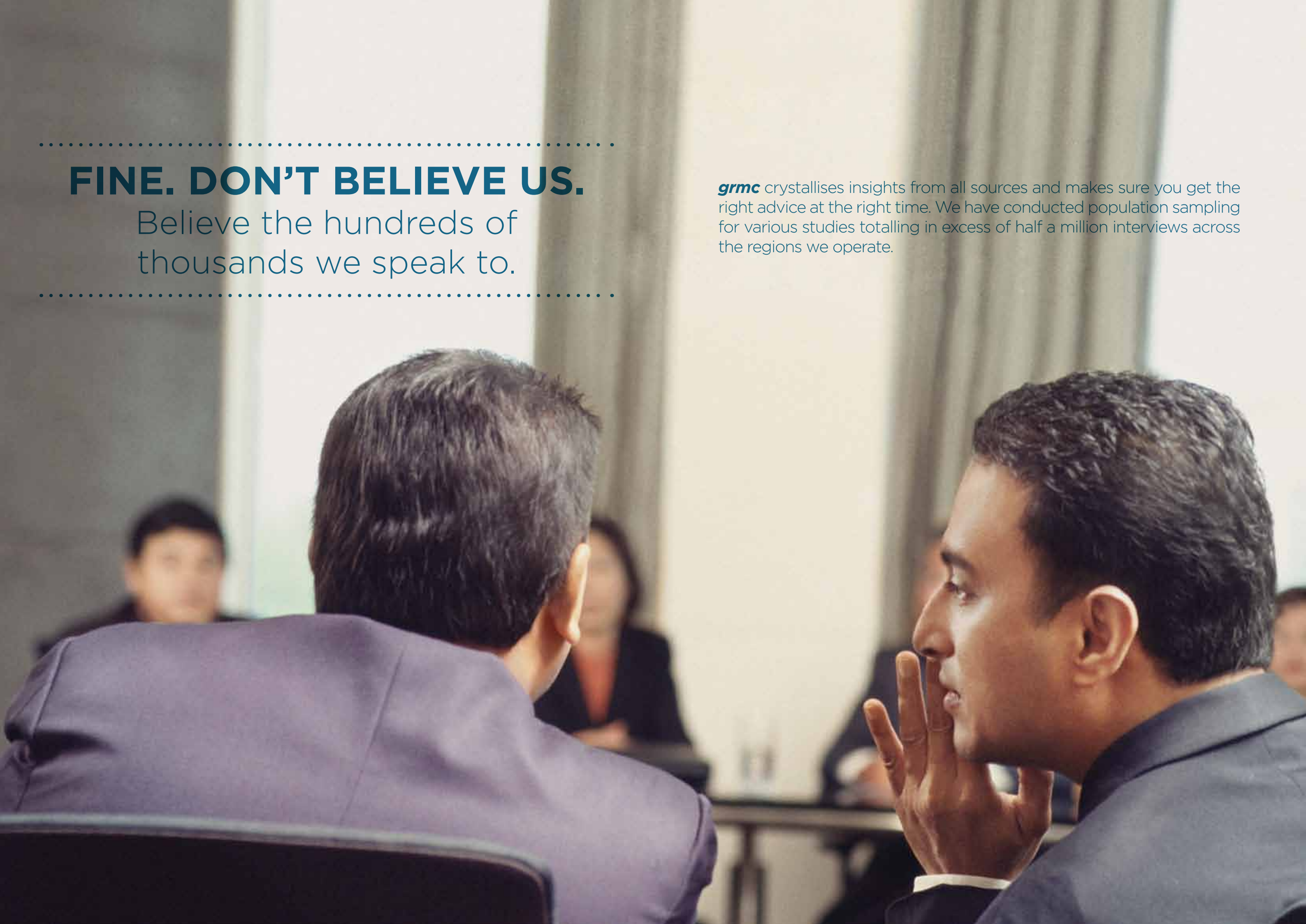
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FINE. DON'T BELIEVE US.

Believe the hundreds of
thousands we speak to.

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grmc crystallises insights from all sources and makes sure you get the right advice at the right time. We have conducted population sampling for various studies totalling in excess of half a million interviews across the regions we operate.





DIVERSITY OF INTELLIGENCE

OUR TEAM

Pioneering strategists and technologists, innovative problem solvers, tireless analysts and creative thinkers form the team of achievers at **grmc**. Uniting accomplished professionals from diverse backgrounds, the team features PhDs, engineers, entrepreneurs and civil servants among others. Our accomplished consultants possess wide-ranging and in-depth expertise in assisting corporate and government entities capitalise on attractive opportunities in a challenging and complex global environment.

Our professionals pride themselves in being self-motivated and open minded and are always willing to challenge themselves and conventional wisdom in each of their pursuits.

Teamwork lies at the core of our value structure, because we strongly believe that engaging minds generate more powerful ideas. Our professionals work together, openly and vigorously with colleagues and clients.

IT'S A MALL WORLD AFTER ALL

The world's largest shopping mall attracts more visitors annually than international tourists visiting the United Kingdom.

Applying advanced analytics and psychographic analyses ascertaining 'the voice of the shopper', **grmc** has assisted clients in creating retail spaces whose visitors outnumber the entire population of the United States and spend more than twice the profit of the world's largest corporation.



FACETS OF EXPERTISE

HEALTHCARE LEISURE & ENTERTAINMENT
EDUCATION

MEDIA PRE-IPO ADVISORY
NON-PROFIT & PUBLIC SECTOR

CONSUMER PRODUCTS AGRICULTURE

HOSPITALITY REAL ESTATE

PRIVATE EQUITY TRANSPORT & LOGISTICS

CONSTRUCTION RETAIL

INSURANCE CHEMICALS INFRASTRUCTURE
METALS & MINING

INDUSTRIAL & MANUFACTURING

TELECOMMUNICATIONS ENERGY & UTILITIES

FINANCIAL SERVICES TOURISM

AUTOMOTIVE & ASSEMBLY PHARMACEUTICALS & MEDICAL PRODUCTS

ENVIRONMENT ECONOMIC IMPACT ASSESSMENT

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INSPIRING THE POTENTIAL OF A BILLION MINDS

90% of the world's young population resides in developing countries. Over the next decade, 500 new schools and 20 higher educational institutions need to be opened every week in emerging and frontier economies.

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grmc has unparalleled experience of providing strategic advisory to prestigious international universities in identifying growth opportunities in the global market and assessing academic portfolios. Over the last decade, we have facilitated the establishment of 40 higher educational institutes and over 100 new schools.

$$2 \times 2 = 4$$

$$2 \times 3 = 6$$

$$(2+3) \times 2 + 4 = 16$$

$$+ 6 = 15$$



INSPIRATION KNOWS NO BOUNDARIES

Over the years, we have extended our expertise across continents to service clients in Europe, the Middle East and Asia. Our global network inspires businesses, institutions and governments, by complementing wide-ranging multinational expertise with in-depth native knowledge.

For enquiries, please contact us on:

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