



Discover the knowledge you need to grow your business

Asia-Pacific · Europe Middle East and Africa · Americas



Arc Media Global

63 Ubi Avenue 1, #07-03D Boustead House, Singapore 408937

Tel +65 6844 2080

Fax +65 6844 2060

Email info@arcmediaglobal.com

Web www.arcmediaglobal.com

Dear colleague,

Focus your sales and marketing efforts for maximum ROI.

As companies tackle the unprecedented challenge of The Great Recession, it is more and more imperative that we focus our companies' revenue-generating efforts on the winners in our product line. At AMG, we are dedicated to finding the best markets for your product, and the best appeal to maximise revenue from each market segment.

To determine the **value** of a good product-market match, we need not look far. In 1980, IBM approached the software start-up Microsoft about supplying an operating system for the new IBM PC. Even though IBM was also dealing with the much larger firm Digital Research for a version of their CP/M operating system, Bill Gates and Paul Allen believed that they could supply a better product for the IBM PC's needs. The teenage programmers secured the \$186,000 contract from IBM to design the hardware specifications and supply the operating software for the new P.C. With this purchase order in hand, Gates and Allen negotiated the purchase of Q-DOS from Seattle Computer for \$50,000.

In just 15 years, Microsoft would be worth over **53 billion US dollars**.

We don't always have the luxury of a purchase order backlog, and this is where AMG comes in. What we do is to turn the Microsoft model inside out. We're not changing your product to bring it to market – **we're finding your market and bringing it to you**. In fact, with most products we can find you not just one market, but many good markets to focus on.

AMG provides integrated marketing services from research all the way to marketing strategy, execution and even telesales. We can provide one specific service or an entire support package to boost your own marketing department's efforts. **We maximise the return on your marketing investment** using current intelligence on:

- What your customers need
- What your customers want
- How customers' needs are currently met
- Why customers would choose your product or service rather than the competition's, both now and in the future
- What risks are involved when competing in particular markets
- Lucrative new markets you can enter, and the best way to launch

Bringing to bear international experience in marketing products and services to various markets in the energy, materials, shipping, infrastructure and other industry sectors, the AMG team is sure to provide you with the intelligent marketing and sales support you need to grow your business. Contact us today to find out how else we can help you grow your business – call +65 6844 2080 or email info@arcmediaglobal.com.

I look forward to hearing from you.

Warmest regards,



E. Francis Mercado Jr.
Managing Director
Arc Media Global



E. Francis Mercado Jr. launching a biofuel investment marketing platform with Sec. Angelo T. Reyes of the Philippine Department of Energy



Arc Media Global is a global strategic marketing group enabling business development for companies through product-market matching, consulting & training, market research and marketing management services.

Services

Attract new customers, increase sales, increase profits, and make your competition irrelevant.

With us, you can find and tap fresh profitable demand so that you don't even have to worry about competition through:

- ✓ Industry consulting for energy, mining, infrastructure and other sectors
- ✓ Market research
- ✓ Marketing copy development
- ✓ Product launches
- ✓ Direct response marketing
 - Direct marketing (DM/EDM)
 - Telemarketing
- ✓ Database research
- ✓ Customer service management
- ✓ Executive engagements and custom private meetings (CEO Roundtable, high-level one-on-ones, mediation assistance, etc.)
- ✓ New offshore branch set up for MNCs
- ✓ Events
- ✓ Trade shows
- ✓ Road shows

Organisational purpose

Our Big Dream To be an agent of positive change through knowledge banking.

Our Focus To be the leverage that our clients need to be more than profitable.

Our Spirit We don't believe in mere excellence; rather in constant change and improvement.

Core values

Value 1+1 = 3

How does our math add up? The power of leverage. We only provide products and services that will add exceptional value to you.

Market Driven

We shape our products with the market's needs as our first priority.

Integrity in Service Delivery

We always do our best to give you the most productive experience possible.

Power of the Right Partnerships

We make money *with* you. In every deal that we close we ensure a confluence of interest among us and our clients.

Innovative Knowledge Banking Concept

Knowledge is money. We use information to find the best markets for you, and to find the best appeal to each segment.

Entrepreneurship

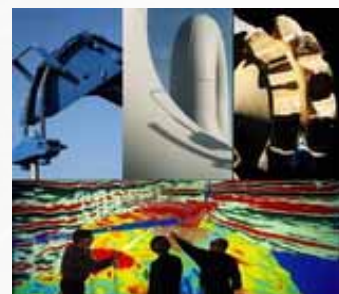
Taking initiative turbo-charges our efforts at positive change. That is why we don't wait for developments in business – we make them happen for you.

Center for Energy Sustainability and Economics (CESE)

The CESE is a worldwide knowledge network for energy professionals headquartered in Singapore, with a broad international industry base. It provides an interdisciplinary forum for the exchange of ideas, experiences and issues among professionals interested in the fields of sustainability and energy economics.

Research

You can commission us to conduct and manage rigorous research on real problems which are relevant to the energy business world. Tap into our network of partner institutions and research experts. Topics of expertise include: geomechanics, reserve and resource evaluation, corrosion engineering, reliability and maintenance, energy pricing and geopolitics.



Consulting

Tap into our network of energy consultants providing strategic, commercial, regulatory and policy advice to Asia's energy markets. Tap our consultants on HAZOP studies, shutdowns and turnarounds, fired equipment optimisation, energy distribution, LNG pricing, international arbitration, and lean/TQM/six sigma by sending an email to info@arcmediaglobal.com (no obligations).




Policy Advisory

Dedicated to make a difference? Use our platform and networks to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organisations.



For information and advice,
please contact

Paul Adams
Marketing Manager
Tel +65 6844 2080
Fax +65 6844 2060
Email padams@arcmediaglobal.com
Web www.arcmediaglobal.com/cese.html



Center for Business Strategy and Tactics (CBST)

The CBST is a research and consultancy body, assisting organisations gain competitive edge and business optimisation through training and benchmarking in key strategic skill areas such as Human Resource Management, Finance, Risk Management, Marketing and Sales.

Human Capital

Developing human capital is fundamental to running and growing a successful business. The CBST provides a community for human capital professionals seeking just that extra edge to get better mileage for their organisation.



Finance

Healthy finances define a healthy, profitable organisation. The CBST assembles the top experts to disassemble your biggest money challenges and find you the best way to address them.



Management

Great leaders bring men to the moon. The CBST can provide that launch pad for you to take that one giant leap of achieving the impossible.



For information and advice, please contact

Paul Adams
Marketing Manager
Tel +65 6844 2080
Fax +65 6844 2060
Email padams@arcmediaglobal.com
Web www.arcmediaglobal.com/cbst.html

AMG Trading

AMG Trading is the main distributor of various industrial products, including high-grade mineral ore, inorganic and organic pigments, shipping and automotive lubricants, energy efficiency–boosting air-conditioner additives, wood chips, coconut husks, etc. We market products for the following industries:

Oil and Gas



Renewable Energy



Mining and Materials



Infrastructure



Facilities Management



Shipping



Below are some of our services:

Research



We help you find your market and match your product

Finding new markets, finding out their needs or maybe just verifying them, some things are just out of your timeline. Let our research team help you.

Direct Response



Generate revenue with the right targeting and the right appeal

Get measurable results for your marketing efforts through effective direct response marketing.

Telemarketing



We use a structured approach to telemarketing

A human voice on the other line can sell more effectively than letters on paper—if used effectively.

Launches



It can be tough marketing new products or entering new markets

Upward, downward, lateral – whatever the direction, we ensure that your product launch delivers the right message and generates qualified leads.

Trade Shows



We bring the marketplace to your product

Whether you are looking for front of mind, or getting shortlisted by ready buyers, we can tap the right motivations for them to buy from you.

CRM



Capture, manipulate and use the right consumer information

Technology is your leverage to gaining greater efficiencies in your marketing effort, retaining customers and continuously growing your market base.

There's a market for every product; you just have to find yours.

And we can find many for you.

Arc Media Global is a global strategic marketing group enabling business development for companies through product-market matching, consulting & training, market research and marketing management services.

Contact us today to gain new market insights, customise credible branding platforms, upgrade technical expertise, and update your market intelligence – call +65 6844 2080, or email info@arcmediaglobal.com.



Tel +65 6844 2080
Fax +65 6844 2060
Email info@arcmediaglobal.com
Web www.arcmediaglobal.com

Mail Robinson Road PO Box 176, Singapore 900326
Courier 63 Ubi Avenue 1, #07-03D, Singapore 408937 (by appointment)