

management and undertaking of business projects abroad ...

# WBTC GROUP PROFILE

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# PRESENTATION

**WBTC Group** is a group of companies with different nationalities that specialize in the **analysis, planning, financing, management and undertaking of business initiatives** in the Middle East and the Ex-Soviet Republics.

WBTC Group's proposal covers the following processes, performed in separate stages:

**Drawing up projects** (analysis, planning and search for commercial, technological and financial partners)

**Implementation of business initiatives** (management and undertaking of projects abroad)

**WBTC Group** has experience and international references in the **energy, construction, automotive and pharmaceutical sectors**, among others.

Our head office in Barcelona, Spain, also has regional offices in Teheran, Islamic Republic of Iran, and in Kiev, Ukraine.

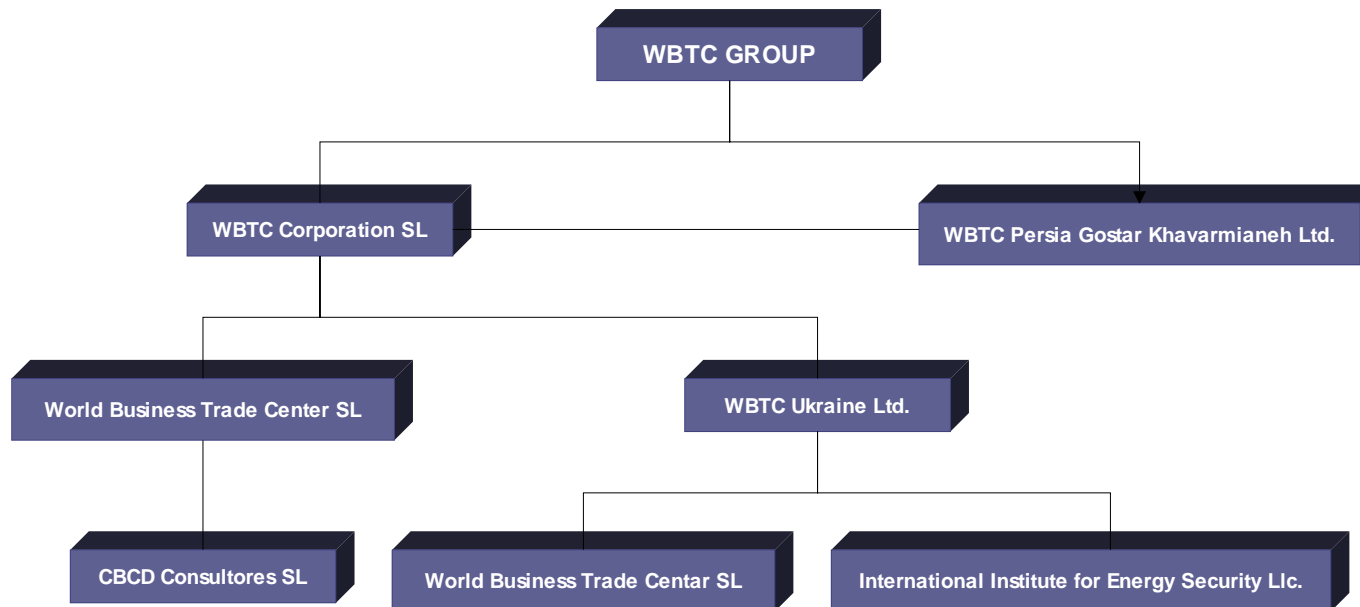
Our international structure allows us to provide ongoing advice, optimal management and technical and financial solutions to a variety of projects abroad, for any company type and size.

**WBTC Group** is a competitive, dynamic and modern corporation, which is borne out by the success of the projects it has undertaken.

# GROUP STRUCTURE

**WBTC Group**, whose head office is based in Barcelona, includes companies with Spanish capital and joint companies with foreign capital who are market leaders.

## THE GROUP'S SCHEMATIC STRUCTURE



# BUSINESS AREAS

## ENERGY

Firmly committed to the future development of the energy sector in Ukraine, the Islamic Republic of Iran and their catchment areas, **WBTC Group** provides a complete service (assessment, planning, construction, implementation and operation) for energy projects of all kinds and sizes.

With this in mind, **WBTC Group** combines industrial groups who are international market leaders with experience in the sector, with local or foreign, private or public investors, engineers and construction companies.

The experience held by our subsidiary, **International Institute for Energy Security (IIES)**, has earned us an important place in the field of energy consultancy in the geographical areas in which we operate.

The following areas of action are worthy of mention:

**Generation, accumulation, transmission and distribution of electrical energy:** Infrastructures, civil works, power generators, conventional energy, combined cycle, thermal, nuclear and renewable energy, accumulator stations, substations, consultancy...

**Extraction, processing and transport of fossil fuels:** Gas infrastructures, investments in production, liquefaction and transport, civil works, oil and gas pipelines (study, design, construction and operation)

**Implementation and control of international standards:** Kyoto Protocol, SPA Germany.

### References:

- ❖ Transport of natural gas in Austria in collaboration with IKB
- ❖ Transport of natural gas in Poland PGNiG
- ❖ Development of GazAchak natural gas complex in Turkmenistan in collaboration with LINDE (Germany) and MARUBENI (Japan)
- ❖ Supply of natural gas from Turkmenistan to Ukraine
- ❖ Gas and oil extraction in Ukraine
- ❖ Development of “Odessa-Brody pipeline” project in Ukraine
- ❖ Development of “Coal bed methane extraction in the framework of Ukraine’s Kyoto Protocol obligations” project
- ❖ Development of “Gas filling stations network in Ukraine with Vertically Integrated Company” projects
- ❖ Introduction and implementation of “*international accounting standards (SPA Germany)*” in various Ukrainian companies in the energy sector
- ❖ Electricity supply via solar energy (photovoltaic) to Iran TV relay stations.
- ❖ Search for and merging with local technological partners of Spanish energy companies in Iran.

## AUTOMOTIVE

Firmly committed to the future development of the motor sector in the Islamic Republic of Iran and its catchment areas, **WBTC GROUP** analyses, plans, manages and undertakes projects related to the motor industry.

Bearing this in mind, **WBTC GROUP** has its own structure in the target country, linked to a network of collaborators with experience in the sector and who are market leaders.

The following areas of action are worthy of mention:

**Technological installations and equipment for the main and auxiliary motor industries:** Complete production, assembly, welding, painting, galvanising and quality control lines.

**Supply of raw materials and parts to purchase centres, main and auxiliary industries:** steel, textile, electronics, PVC, wiring...

### References:

- ❖ Merger project with technological partner, industrial water treatment area (Iran)
- ❖ Merger project with technological partner, industrial water preparation area (inverse osmosis) (Iran)
- ❖ Merger project with technological partner, assembly and welding area (Iran)
- ❖ Merger project with technological partner, surface treatment and painting area (Iran)
- ❖ Partner's commercial revival and supervision, steel calibration area (Iran)
- ❖ Feasibility study of production centre implementation, iron and steel area (Iran)
- ❖ Technological supply to Bam Auto Manufacturing Co. to assemble the VW Gol and VW Jetta (Iran)
- ❖ Business relations with the leading industrial groups in the main motor sector, KERMAN AUTOMOTIVE INDUSTRIES (VW, Hyundai) and IRAN KHODRO (PSA GROUP) (Iran)

## CONSTRUCTION

The construction sector in Ukraine and the Islamic Republic of Iran are experiencing an annual growth rate of over 20% (Kiev and Teheran). This is turning this business area into an appealing market for investors, construction companies and industrialists.

**WBTC GROUP** analyses, plans, manages and undertakes international projects for civil, residential and industrial works, both building (turnkey projects) and industrial supply.

With this in mind, **WBTC GROUP** combines industrial groups who are international market leaders with experience in the sector, with local or foreign, private or public investors, engineers and construction companies.

The following areas of action are worthy of mention:

**Engineering and construction for civil, residential and industrial works**, Search for active projects, tenders, drafting of projects, subcontracting and on-site supervision.

**Industrial supplies for construction**, Building materials, industrial accessories, technological equipment, etc.

### References:

- ❖ Merger project with technological partner, elevators area (Iran and Ukraine)
- ❖ Merger project with technical partner, engineering area (Ukraine)
- ❖ Merger project with business partner, furniture sector (Iran)
- ❖ Merger project with business partner, air conditioning and cooling sector (Iran)
- ❖ Transport of natural gas in Austria in collaboration with IKB
- ❖ Transport of natural gas in Poland PGNiG
- ❖ Development of GazAchak natural gas complex in Turkmenistan in collaboration with LINDE (Germany) and MARUBENI (Japan)

- ❖ Industrial development, gas and oil extractions (Ukraine)
- ❖ Development of “Odessa-Brody pipeline” project (Ukraine)
- ❖ Development of “Coal bed methane extraction in the framework of Ukraine’s Kyoto Protocol obligations” project
- ❖ Development of “Gas filling stations network in Ukraine with Vertically Integrated Company” projects
- ❖ Technological supply for the “Vremena Goda” project (1,000 apartments) (Ukraine)

## PHARMACEUTICAL

The recent flexibility and deregulation of the pharmaceutical sector in the Ukrainian and Iranian markets have created major business and/or productive opportunities for European pharmaceutical companies. For this reason, **WBTC GROUP** analyses, plans, manages and undertakes business and/or productive initiatives in this sector.

Bearing this in mind, **WBTC GROUP** has its own structure in the target country, linked to a network of collaborators with experience in the sector and who are market leaders.

The following areas of action are worthy of mention:

**Pharmaceutical targeting, marketing and distribution**, registration of medicines, search for distribution channels, search for business and/or technological partners.

**Manufacturing contracts**, Production centre linked to **WBTC GROUP** “Pharma Start LLC.” Kiev, (Ukraine), production capacity: 1 billion tablets and 250 million capsules. **GMP EU** certificates

### References:

- ❖ Merger project with business partner for the distribution of medicines (Iran)
- ❖ Registration of medicines (Iran)
- ❖ Production centre linked to WBTC GROUP “Pharma Start LLC.” Kiev, (Ukraine)

## OTHER

**WBTC GROUP** has a multi-sector consultancy and management line for companies of any type and size with an international outlook that wish to enter new markets or consolidate the existing ones.

**WBTC GROUP** has been involved in the following sectors:

- ❖ Food and Agriculture
- ❖ Environmental
- ❖ Railway and Naval
- ❖ Agriculture and Livestock
- ❖ Iron and Steel
- ❖ Public Services

# WBTC GROUP PROPOSAL

## TURNKEY PROJECTS

**WBTC GROUP** provides a complete service (assessment, planning, construction, implementation and operation) for turnkey projects of any type and size, combining industrial groups with experience in the sector, and who are international market leaders, with local or foreign, private or public investors, engineers and construction companies. Our experience in Ukraine has earned us an important position in the field of energy consultancy in our country.

The development of complete or partial turnkey projects involves the following:

- ❖ Economic Assessments
- ❖ Feasibility Studies
- ❖ Development of Specifications
- ❖ Detailed Design (draft and plan)
- ❖ Relationship with institutions
- ❖ Relationship with investors
- ❖ Obtaining permits and licences
- ❖ Turnkey Construction
- ❖ Quality Control
- ❖ Operation and Maintenance
- ❖ Annual Administration

## PRODUCTIVE IMPLEMENTATION

WBTC GROUP globally manages the productive implementation process in the target country, mainly with the aim of accessing the local market and catchment area with a competitive advantage. This process involves an analysis and planning stage (project drafting) and a management stage (implementation). At the customer's request, our team can assume responsibility and leadership of the entire process or part of it.

### Stage I, Project drafting (analysis and planning):

- ❖ Feasibility study
- ❖ Business Plan
- ❖ Drawing up the estimate
- ❖ Drawing up the project schedule
- ❖ Submitting the project

### Stage II, Implementation (management and performance)

- ❖ Selecting Partners
- ❖ Location, infrastructures, equipment and human resources
- ❖ Start-up
- ❖ Quality control
- ❖ Financial, legal, administrative and labour backing
- ❖ Supervision from the Board of Directors

## COMMERCIAL IMPLEMENTATION

**WBTC GROUP** globally manages the commercial implementation process of its customers, requiring active participation from the latter in the project.

Consolidating corporate presence in an emerging economy involves a good knowledge of the market, local backing that guarantees technical-commercial assistance, and follow-up of the actions being taken in the target country.

Based on this, **WBTC GROUP** structures a global commercial implementation process in different stages.

### Stage I, Diagnosis, market opportunities

The market conditions, characteristics and specific situation for the company's products/services in the introductory phase are detailed in this stage:

- ❖ Specific characteristics of the country in the company's sector
- ❖ Specific conditions to develop the company's economic activity in the target country
- ❖ Specific conditions to cooperate with local agents
- ❖ National/international competition
- ❖ Market Prices
- ❖ Business opportunities

## Stage II Search for, analysis and selection of potential customers-agents

**WBTC GROUP** searches for and analyses potential customers-collaborating entities in the local market. In collaboration with **WBTC GROUP** and in accordance with the information gathered, the contracting company will select the most suitable entities for the business interests defined.

This analysis consists of various sections:

- ❖ Activity and products/services offered
- ❖ Company size
- ❖ Company's technological level
- ❖ Total turnover
- ❖ Standing within the country
- ❖ Interests with regard to the company's developing products/services.
- ❖ Financial information
- ❖ Contact details

## Stage III, Presenting product-contractual proposals

**WBTC GROUP** contacts the selected companies in order to present its customer's products/services, gathering the necessary information in order to be able to execute stable cooperation agreements, sales offers or negotiations. These will be followed up and closed jointly between the contracting company and **WBTC GROUP**.

#### **Stage IV, Commercial backing and follow-up. Market consolidation**

In order to consolidate the new business relationship established, **WBTC GROUP** provides supervision, backing and follow-up in the country, which includes:

- ❖ Encouraging the development of relations between the Western company and the collaborating entity/ies in the country.
- ❖ Implementing marketing plans at the local partner
- ❖ Overseeing the fulfilment of set targets.
- ❖ Following up proposals under study.
- ❖ Channelling and coordinating new proposals/relations.
- ❖ Providing financial and logistical advice.
- ❖ Improving the quality of information and communications.
- ❖ Managing the company's public relations in the new market.
- ❖ Proving backing and planning for the staff who have moved to the area.
- ❖ Providing regular updates on the actions performed.

## PROFESSIONAL SERVICES

WBTC GROUP provides a wide range of consultancy and management services, aimed at covering the customer's needs abroad. To do so, we have our own human resources and infrastructures, as well as a large group of collaborating entities who are market leaders.

Our products fall under the following categories

PREPARATION OF REPORTS	CONSULTANCY	PLANNING OF TRIPS
<b>MARKET STUDIES</b> Sectorial Studies Studies regarding offer-demand Studies regarding competition Business opportunities Reports on cooperation with local entities	<b>ADMINISTRATIVE</b> Commercial advice Banking relationships Subsidy transactions Search for investors	Support for displaced personnel Programming and reservation of business trips CIP Programme Visa processing (between 7 and 14 days) <ul style="list-style-type: none"> <li>- Transfer to private car, plane or VIP area</li> <li>- VIP complex</li> <li>- Customs and luggage formalities</li> <li>- Transfer to airport/hotel</li> <li>- Accompanying bilingual guide</li> </ul>
<b>FINANCIERS' ANALYSIS</b> Financiers' reports Studies on economic variability Account audits	<b>HUMAN RESOURCES</b> Personnel selection Personnel training	<b>RESOURCES PACKAGE</b> Offices Secretaries Interpreters Chauffeurs Security
	<b>QUALITY</b> Revision of quality processes Management of Outsourcing quality Design/implementation ISO 9000	

## SOME OF OUR CUSTOMERS



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