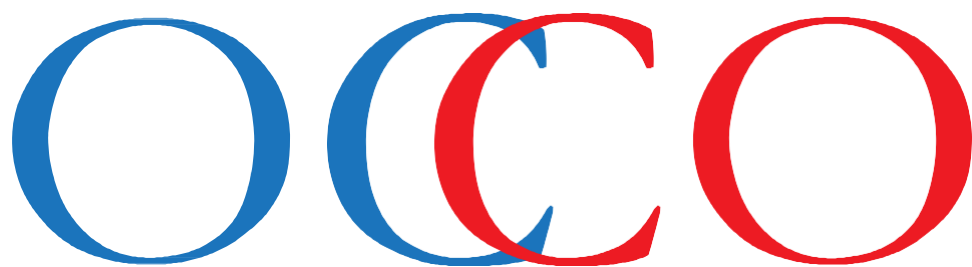
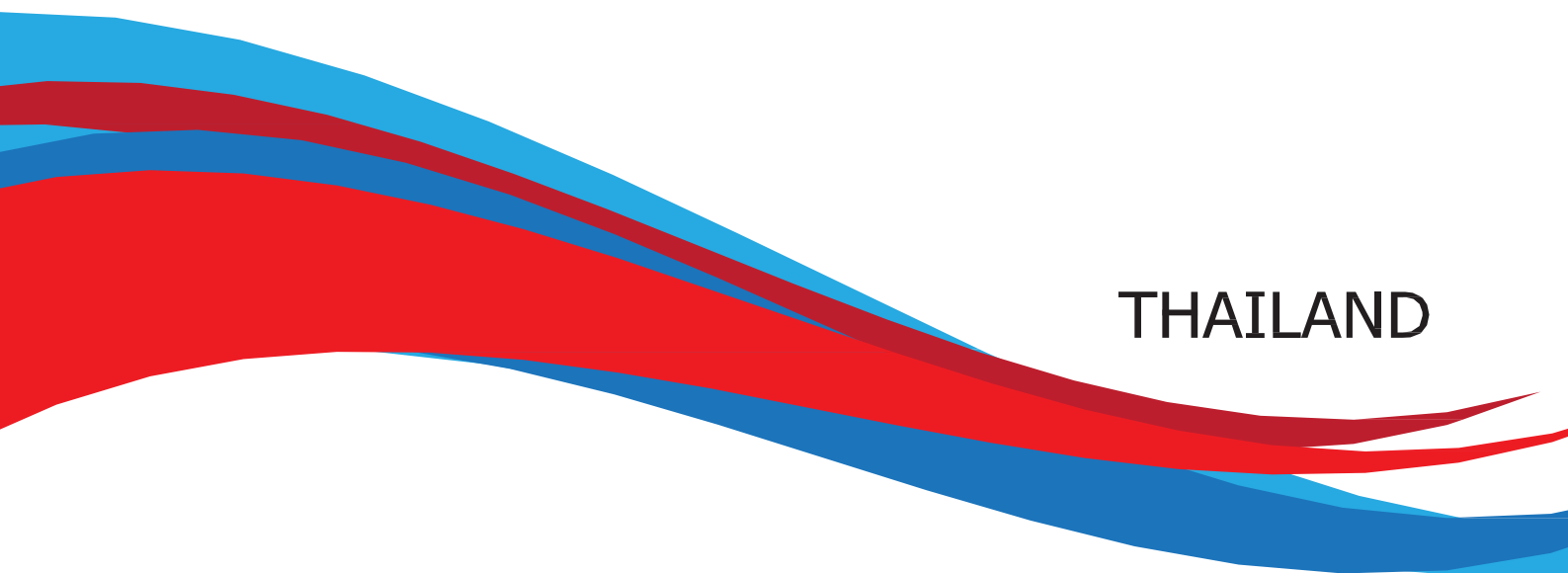


OC CONSULTING



PROFILE

THAILAND



# PROFILE

OC CONSULTING is a part of **ASSET CONSULTANT CO.LTD.** based in Thailand and established in 1997. ACC is a holding/financial company with widespread interests. It is 100 % owned and controlled by my family and based on solid financial principles.

Is a management consulting company with focus on providing excellent services concentrating on assisting investors from Europe considering forming a business platform in Thailand. Other business areas are specific management services to local companies and due to the complexity of local and cultural business traditions services have been concentrated around financial planning and strategic development.

With a solid foundation of now more than 21 years living and doing business within the South East Asia Region I offer qualified advices based on knowledge, experience and insight. My management principles and services are all formed by the acceptance of common-sense solutions and commitment.

To be successful in this part of the world it is essential to understand and comprehend the multi- faceted and fascinating cultural patterns, which you cannot learn from the Internet or from literature.

With the prevailing global financial situation, I am a strong believer in cost effective and no-nonsense advices, always aiming of providing outstanding service based on mutual respect and being fully aware of the importance of adding value to all steps in the business progress.

Basic business areas comprise of the range from pre-feasibility studies, overall business plans, project development, and services during construction period to employment of key staff and training on locus. A look at background and clients will complete the picture of my operation.

During the last 5 years we have focused on services relating to profitable Online-sales and marketing tools for clients in USA, Thailand and Denmark.

**Thought and planning before action  
is the key to accomplishment  
-Anon**

# NETWORK

Being a small operation, it is not always possible to undertake large projects. As a consequence, we have over the years established a partner network with which we enjoy a constructive and fruitful cooperation since they are all experts within their respective fields. In the network we compose the expertise needed from assignment to assignment. In this way we are cost-effective, efficient and trustworthy.

## **BUSINESS PARTNERS**

### **MANAGEMENT CONSULTING**

Tractus Asia Co. Ltd. Has branch offices all-over South-East Asia.

Business Areas: Strategy, market research, site selection, partner screening, merger and acquisitions, portfolio restructuring, business development and manufacturing services.

### **BUSINESS CONNECTIONS/NETWORK**

#### **INVESTMENT COMPANIES**

- ACCESS - BANGKOK
- PACIFIC ENTERPRICES INC. - THAILAND
- WATTA HOLDING - MALAYSIA
- ANDERSON INTERVALS - MALAYSIA
- BD & FA CO.LTD. - THAILAND
- THANIA CO.LTD. - BANGKOK
- WELL HOLDINGS PRIVATE LTD. - SINGAPORE
- PACIFIC INVESTMENTS - USA
- 3i PCL - SINGAPORE
- GIMV ASIA MANAGEMENT - SINGAPORE
- WALDEN INTERNATIONAL - SINGAPORE
- KHJ MANAGEMENT SDN.BHD. - MALAYSIA
- INDO PACIFIC INVESTMENT COMPANY - BANGKOK
- KIATNAKIN FINANCE & SECURITIES - BANGKOK

#### **FINANCIALS COMPANIES**

- SIAM COMMERCIAL BANK PCL. - BANGKOK
- BANGKOK BANK PCL. - BANGKOK
- UBS CAPITAL - SINGAPORE
- RABO BANK - SINGAPORE
- AFC MERCHANT BANK - SINGAPORE
- N.M. ROTSCHSCHILD & SONS - SINGAPORE
- KEPPEL MONTE BANK - MALAYSIA

#### **SPECIAL NETWORKS**

##### **Networks of business students in**

- Denmark
- Germany
- England
- Spain

**None of us is as smart as all of us.  
- Japanese proverb**

# BACKGROUND



Ole Casthøj (Danish Citizen):

- Independent Business Advisor since 2002
- Advices are based on Common Sense

Ole moved from Portugal to South East Asia in 1996 and has on-the-ground experiences from Indonesia, Singapore, Malaysia and Thailand. Here he was CEO for a subsidiary of a European Company with a total staff of 200 of various nationalities. Major business areas were investments in Real Estate and project developments. Prior to his transfer he worked for the same Company in Spain and Portugal.

The Asian crisis in 1997 changed the picture and Ole assumed a role as CEO for a USA Management Consultant Company until the end of 2001 and from 2002 he started his own independent operation.

During the period from 1992 to 1994 Ole worked as a management consultant for one major Danish bank aiding clients having financial problems (Crisis Management) and he also assisted Danish Industrial Companies wanting to establish business in Lithuania. Vilnius was his home for a several periods. From 1988 to 1991 Ole was executive Vice President for a large Danish holding Company and responsible for Business Development. The group consisted of 24 daughter companies (including Asia and USA) with 900 staff and annual sales exceeding 175 MUSD.

## Background

Ole majored in History, German and English. After 4 years of practical oriented Business Education/Studies he joined the Royal Danish Air Force obtaining a rank as First Lieutenant and served in this capacity with the reserves for 7 years, during the period he worked with the NATO Forces (Tactical Intelligence Services).

- Early in his professional business career he joined foreign international companies: International Harvester, USA, FIAT, Italy and spent five years in industries focused on production and sales of construction equipment, agricultural machinery and trucks.
- Positions held were within finance, administration, staff and strategic planning both as CFO as well as a CEO.
- Ole moved to Pakistan as Chief Advisor for Danish Group assisting the Pakistan Government with project development (COOP stores and production)
- He then moved on to Iran working as CFO/Chief Administrative Division for the largest Danish-Iran Consulting Engineering Company.
- This company employed 1200 staff, mainly engineers and technicians from many different countries and often the daily construction turn-over exceeded 5 million USD covering 68 projects all within infrastructural constructions and improvements. His division was also responsible for all HR issues for foreign staff.

After 4 years in Iran Ole moved back to Denmark and took up a position as assistant financial director in one of the largest Danish constructing and engineering companies (C&N Group), active worldwide with more than 12.000 employees, where he worked for close to 13 years.

During this period, Ole Casthøj was active as the CEO of the FALCONER CENTER (The largest combined Hotel and Congress Centre in Copenhagen/Denmark) that belonged to the Christiani & Nielsen Group.

During his period in Pakistan he worked on several projects in close cooperation with advisors from HARVARD, MICHIGAN STATE UNIVERSITY as well as from FORD FOUNDATION, adding to his international insight and multicultural understanding.

Ole has working experience from several European countries, Canada, North America and South East Asia over an extensive period.

In conclusion, Ole has insight and experience conducting business in South East Asia. Other countries (China) have been visited as well on short term basis. He has a proven business record in the field of all-round management and has deep insight in local cultures and traditions without which it is not possible to operate successfully in this region. The experiences include working with different religions and beliefs as well as social circumstances often representing considerable amounts of challenges and potential conflicts.

Repeated keywords in letters of recommendation are commitment, professional experience, an active participant and an inspirational Sparring Partner.

### **Professional Bodies**

- Ole has served as advisor to the Danish Tourist Promotion Board and has been a board member of several international organizations. Ole has further served as Chairman for “Best Western Hotels” in Denmark and was for 4 years a member of the “BW’s European Marketing Committee” and executed the role as Chairman for “The Association of Scandinavian Concert Centers”.
- The social activities include Junior Chamber, Rotary, Freemason and member of The Royal Danish Shooting Society and Danish Brotherhood.
- Ole speaks all Scandinavian languages, English and German and has basic knowledge of French and a fair amount of understanding Spanish (reading).
- His main interests are studies of different social structures, cultures, human behavior, philosophy, religions and beliefs.
- Ole writes articles about his observations.
- Ole believes that HR management today is more important than ever before.
- Human Capital is the biggest asset in any Company
- He also believes that wholehearted engagement is the key adding values to all steps in the business resulting in productive achievements.

### **TODAY**

The experiences in South East Asia cover general Business Services from Feasibility Studies to establishment of actual Business within various industries. Today however the main focus is on Strategic Development and dynamic Web Strategies working for clients in Thailand and Europe.

Consequently, Ole operates from two locations; Thailand and Denmark.

The many years of working in multicultural environments is the master key; representing knowledge and understanding without which you do not get access to any opportunity.

**When you meet someone who  
inspires you, ask for their help  
-Anon**

# SERVICES / CONCEPTS

## SERVICES/CONCEPTS

- Full Feasibility Studies
- Overall Business Plans
- Investment Budgets
- Operational Budgets
- Yield Management
- General Management
- Advanced Internet Marketing Concepts
- Finance/Operation
- Organizational changes towards the new Market Places
- Development of Strategies towards the new Global Market Places

Some services/concepts are executed in cooperation with my international network of business partners all experts within their fields.

**Quality is never an accident; it is always a result of high intention, sincere efforts, intelligent direction and skillful execution. It represents the wise choice of many alternatives.**  
- Willa Foster

# CLIENTS / INDUSTRIES

## MAJOR CLIENTS

### GOLF COURSES

- PALM HILL GOLF CLUB - HUA HIN
- SPRINGFIELD VACATION CLUB - CHA AM
- BLUE CANYON GOLF CLUB - PHUKET
- SIAM GOLF PROPERTIES
- THE VINTAGE CLUB

### HOTELS & RESORTS

- THE WHITE HOUSE - SAMUI
- RENAISSANCE KOH SAMUI - SAMUI
- CENTURY PARK - BANGKOK
- SEAPEARL BEACH - PHUKET
- GOLDEN SAND - CHA AM
- BANITO BEACH RESORT - Bang Krud
- HUA HIN GRAND - HUA HIN
- KEMPINSKI - BANGKOK
- ARAN MERMAID HOTEL - SAKAEW
- MONTIEN RIVERSIDE HOTEL - BANGKOK
- COUNTRY HEIGHTS - MALAYSIA
- DELTA GRAND PACIFIC - BANGKOK

### REAL ESTATE

- BOSS TOWER - BANGKOK
- VISIT-SUN (ESTATE) CO.LTD - BANGKOK
- WHITE HOUSE HUA HIN - HUA HIN
- ROYAL MANSION CO. - BANGKOK
- JVK HOLDING CO. - BANGKOK
- S.C. LAND CO.LTD - BANGKOK
- J.T.S.CO.LTD - BANGKOK
- ASIA HOTEL INVESTMENTS LTD - BANGKOK
- KOLL - BANGKOK

## **FACTORIES/INDUSTRIES**

- DMD DIE CASTING - BANGKOK
- HERKULES CRANE CO.LTD THAILAND
- U.S. SYSTEMS (THAILAND) CO.LTD.
- B&B EXPORTING CHINA

## **WELNESS/SPA/HEALTH**

- PENNA SENIOR CENTER - BANGKOK
- DIAMOND CLIFF - PHUKET

## **OTHER SECTORS**

- MAI THAI TRAVEL - HUA HIN
- COMPASS TRAVEL – BANGKOK
- IMPACT ENTERPRICES/USA
- Large Chinese producer penetrating the European market
- Large German chemical producer/production facilities in China
- Large USA elevator company/merging with a European elevator company operating in Thailand
- Large USA telecommunication company/investments in Thai telecommunication company
- Several large Thai companies/in need of capital reconstructions

With some clients - all in the upper-class category - I signed a special confidentiality clause so I cannot disclose the full list, however it includes above mentioned industries.

**Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it, but you can send it. Once you've lost it, you can never get it.**  
**- Harvey Mackay**



**it back.**

**- Harvey Mackay**

# ETHICS

Ethics are important for anyone in business. They're particularly important to consultants because of the high level of trust that organizations grant them and because of the access that many consultants have to the confidential and proprietary inner workings of the firms that employ them. Over the years I have established my own and simple rules:

- I never charge for services I cannot prove to have delivered. I have no wish to violate my relationship with my client.
- It is my policy never to promise a service that I know I cannot honor. Right from day one I will tell the client whether I can help or not in order not to waste time and money for both parties. I never charge for the first interview.
- If during the cooperation I realize that my qualifications are not excellent enough to give the best possible services to my client I will recommend him taking advantage of a better service from a better qualified person/company in my network.
- I believe in writing. Too many consultants promise a lot sometimes knowing that they cannot deliver, and as a firm rule I put everything in writing from the agreement to follow up on all form of communications, all telephone conversations are followed by a confirmation by E-mail in order to avoid misunderstandings. I always keep my deadlines and if - for some reason- I cannot meet them I inform the client beforehand.
- For some consultants the working procedure, as it rolls along, can comprise services that are actually not really needed. To me it is completely out of the question to try to oversell or in other words try to convince the client of services he does not need. One always meets the client again, someday and somewhere, and it is a nice feeling to be met with a big smile confirming you did the right thing.
- Another good thing to do is to be honest and give advices based on same principle. In many Asian countries however you need a completely different approach. It takes some years to learn how to behave in this region. The truth must be told, but the manners in which this is done is more important (often) than the message itself.
- I always sign a letter of confidentiality with the client to protect both parties.
- It does happen that during the period of the consulting services a potential conflict of interest turns up. If so the situation is immediately discussed with the parties involved and the work will not progress before the potential conflict has been solved.
- At all times I adhere to any law that applies to the assignment/business area or market and I never advice clients breaking it.
- I work with 100% integrity and loyalty towards my clients
- My fee-structure is fair.
- I know how to separate personal and professional interests to avoid conflicts.
- I always try to keep clients updated with all relevant information as well as modern methods but still believe in good old phrases like Common Sense Perspectives and sound and solid Business Acumen.

**It is an immutable law in business that words are words, explanations are explanations, and promises are promises but only performance is reality**

**-Anon**

# CONTACT

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CHONBURI  
THAILAND

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**There is only one Boss, the customer, he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.**

**- Sam Walton**