

Whitmore & Finch
Advisory

PRIVATE INTERNATIONAL ADVISORY

# Where you go next matters.

Firm Profile · London

THE FIRM

# An independent advisory firm for cross-border decisions.

Whitmore & Finch is an international business advisory firm headquartered in London. We advise companies, investors and principals on the decisions that determine their position in international markets: which partners to secure, how to gain access to new markets and customers, and where to invest in industrial capacity.

We work with a deliberately limited number of clients. Each engagement is led by a partner, structured around a defined objective and supported by the specialist expertise and senior relationships it requires.

**London**
Headquarters

**45+ years**
Combined partner experience

**Six regions**
International reach

**Partner-led**
On every engagement





OUR APPROACH

# Structured around each client's objective.

We do not maintain standing delivery teams or offer standardised products. For each engagement we assemble the expertise and relationships required, and a partner remains accountable throughout.

**Partner-led**
A partner leads every engagement, from the initial discussion to completion.

**Defined fees**
Fees are agreed in advance on a fixed, outcome-based or transaction-related basis. We do not bill by the hour.

**Confidential**
Client identities, transactions and counterparties are held in strict confidence.

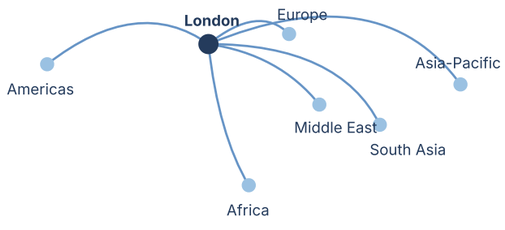
**Selective**
We accept engagements with a clear objective and clear authority to act.

> We are engaged where the matter is complex, the timing is important and execution must be right.

INTERNATIONAL REACH

# Headquartered in London, active across six regions.

Our engagements frequently span several jurisdictions: European manufacturers expanding into the Gulf, Asian industrial groups seeking regional partners, and Gulf investors pursuing opportunities internationally.




**Europe** · headquarters and industrial partners

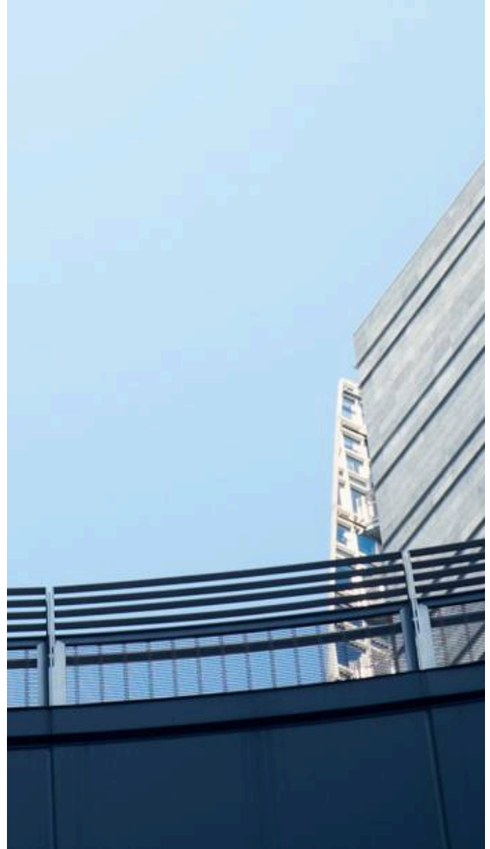
**Middle East** · governments, national companies and industrial groups

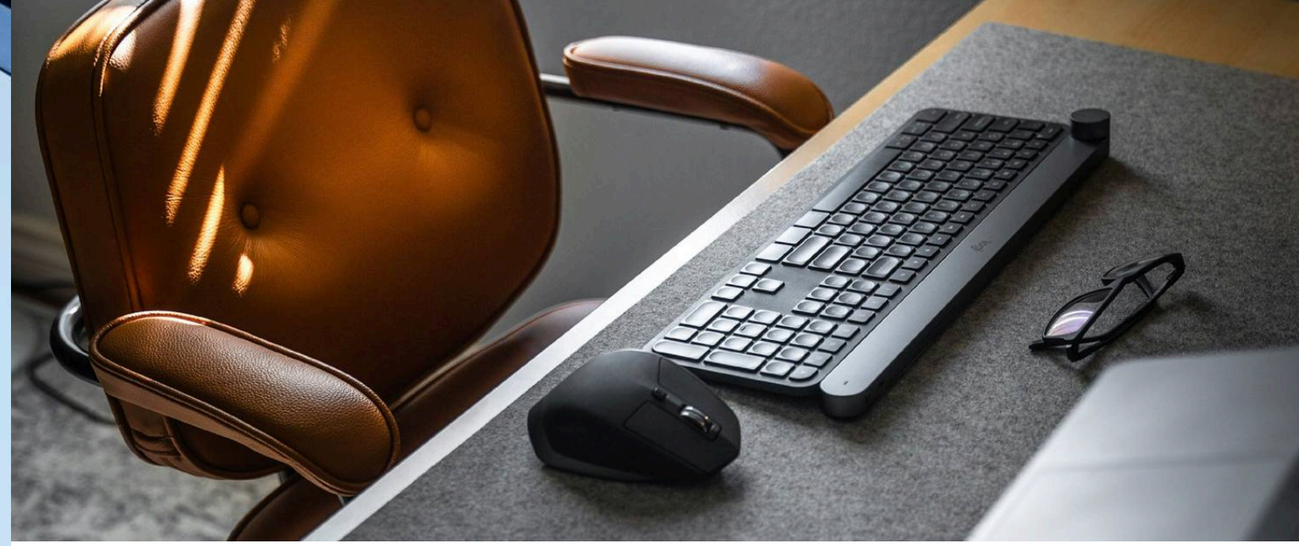
**South Asia** · manufacturing and supply networks

**Africa** · export markets and distribution

**Asia-Pacific** · industrial groups and manufacturing partners

**Americas** · investors and US Government programmes





OUR SERVICES

# Three areas of practice.

Our practices are complementary, and many engagements draw on all three.

01

### Strategic Partnerships

Identifying, approaching and securing the counterparties that matter, and advising on the resulting agreements: supply, distribution, joint ventures, acquisitions and divestments.

02

### Market Access

Supplier qualification with governments, national energy companies and prime contractors, technical approvals, market assessment and the selection of local partners.

03

### Industrial Investment

Establishing and developing manufacturing operations, from feasibility and partner selection to financing, regulatory approvals and ongoing performance review.

Each practice is supported by advice on corporate positioning: how a client is perceived by partners, institutions and counterparties.

PRACTICE 01

# Strategic Partnerships

The right counterparty can transform a company's prospects. We identify, approach and secure those counterparties, and advise on the agreements that follow.

### Senior access

We arrange introductions at owner and board level with manufacturers, industrial groups, public institutions and buyers, and take part in the principal meetings.

### Client positioning

We advise on how a client is presented, so that it is assessed on its merits by organisations larger and longer established than itself.

### Supply and distribution

Long-term supply, distribution and agency agreements, including where a supplier has existing exclusive commitments.

### Joint ventures

Partner identification, commercial alignment, ownership and governance structures, contract terms and negotiation through to signature.

### Acquisitions and divestments

Target and buyer identification and transaction structuring, coordinated with the client's legal and financial advisers.

### Cross-border execution

Transactions between Europe, the Gulf, South Asia, Africa and the Far East, where cultural understanding and credibility are decisive.

REPRESENTATIVE ENGAGEMENT

Long-term supply secured for a regional trading company from a manufacturer with an existing exclusive arrangement. See Selected engagements.





PRACTICE 02

# Market Access

Access to many markets depends on formal supplier qualification. We prepare companies for it, manage the process and establish the relationships that follow.

### Supplier qualification

Registration with governments, national energy companies and prime contractors, and with international systems including SAM.gov, the UN Global Marketplace and NATO NSPA.

### International expansion

Market assessment, product suitability, technical approvals and the selection of local partners for new export markets.

PROGRAMME

## Supplier Access & Growth

A structured programme that qualifies companies as approved suppliers to governments, national energy companies and prime contractors, and builds the relationships and tendering capability required for sustained growth.

01
**Assessment.** Readiness review and target buyers

02
**Qualification.** Government, corporate and international systems

03
**Engagement.** Buyers, prime contractors and partners

04
**Growth.** Tenders, local content and frameworks



PRACTICE 03

# Industrial Investment

Our partners own and operate manufacturing businesses. We apply that experience to help investors establish new facilities and improve existing operations.

### Feasibility and planning

Feasibility studies, site and facility planning, equipment sourcing in Europe and Asia, licensing and documentation.

### Partners and financing

Identification of equity partners and advice on government-backed development financing and industrial premises.

### Localisation

Local manufacturing in place of imports, and compliance with local-content requirements.

### Performance review

Periodic review of the business model, supply chain and operations once production is under way.

SECTORS

## Sector experience

- **Defence & security**
- **Building materials**
- **Industrial & manufacturing**
- **Construction & infrastructure**
- **Energy & resources**
- **Food & agriculture**





SELECTED ENGAGEMENTS

# Representative work

Client identities are held in confidence. The following summaries describe representative engagements.

STRATEGIC PARTNERSHIPS

### Long-term supply secured from a manufacturer with an existing exclusive arrangement

A regional trading company distributing building materials across the GCC and Africa had sought a direct supply relationship with a leading manufacturer for several years. We repositioned the client, arranged an introduction at senior management level and led the subsequent negotiations.

**Result:** engagement with the manufacturer's leadership within one week, followed by a long-term supply agreement and the commencement of trading.

MARKET ACCESS

### Supplier qualification, international expansion and a strategic joint venture

We qualified a manufacturer of fire, blast and bullet-resistant systems with government and corporate buyers, including registration with the United States Government. We identified and negotiated a joint venture with one of Saudi Arabia's longest-established industrial groups, and led entry into North Africa and the Far East, covering market assessment, technical approvals and partner selection.

**Result:** a joint venture generating multi-million-dollar revenues and an export presence across three continents.

INDUSTRIAL INVESTMENT

### Establishment of two manufacturing facilities in Qatar

For a private investor, we prepared feasibility studies for a plastics plant and a gold-processing facility, secured an equity partner, and advised on government-backed development financing, the allocation of industrial premises and regulatory approvals.

**Result:** both facilities in operation, with Whitmore & Finch providing ongoing review of the business model and supply chain.

LEADERSHIP

# Partners with operating experience.

Whitmore & Finch was founded by two partners who own and operate industrial businesses. Our clients are advised by people with direct experience of the markets, negotiations and operations on which they advise.



## Abdurrahman Sultan

PARTNER

Abdurrahman has more than 30 years of experience in industry and manufacturing in the GCC. He owns and operates manufacturing and commercial businesses across several sectors and has longstanding relationships with manufacturers, industrial groups and senior decision-makers across the GCC, India and Asia.

He leads the firm's Industrial Investment practice and its Strategic Partnerships work with manufacturers.



## Josh Astin

PARTNER

Josh has 15 years of commercial and industrial experience across Europe, the Middle East and Asia. He owns a manufacturing business in the security and defence sector and is a partner in a Saudi Arabian defence and construction-products company.

He leads the firm's Market Access practice and its work with governments, prime contractors and the defence and security sector.





INTEGRITY

# Integrity and confidentiality

### Due diligence

All engagements include know-your-counterparty and sanctions screening before introductions are made.

### Anti-bribery

We comply with the UK Bribery Act 2010 and do not accept engagements where authority or the source of funds cannot be established.

### Confidentiality

Client identities, transactions and counterparties are held in strict confidence and disclosed only on a need-to-know basis.

### Independence

We act in our clients' interests and disclose any relationship that may be relevant to our advice.



INSIGHT

## The Global & Gulf Briefing

A monthly perspective for clients on the trade, policy and security developments shaping international business. Available on request.

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# Where you go next matters.

To discuss a potential engagement, please contact us in confidence.

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