

The Japan-America Society of Alabama (JASA) Business Luncheon for Busy People

Date/Time: Friday, August 8, 2003, 12:00 – 13:30

Location: Skyline Dining Room on the 2nd floor of the World Business Center
(500 Beacon Parkway West, Birmingham)

Speaker: Sylvester Di Diego, President, Strategy Dynamix

Topic: After Service: A Key for Building Successful Business Relationships with Japanese clients

The art of servicing Japanese clients is a critical factor for successful business with such clients. Initial business relationships are often unclear and uncertain. It takes careful attention to a customer's ever changing needs and preferences, adaptation and flexibility, and a genuine corporate-wide effort to demonstrate a collaborative spirit and a commitment to the long term. Suppliers and service firms that "get it" and show their capability for after-service are the ones who establish meaningful, mutually rewarding long term business relationships with Japanese.

Sylvester will share his practical experiences from his 20 plus years of providing after-service to U.S. and Japanese manufacturers, sales, and service companies. He will draw on his experiences during his 8 years of establishing and supporting 2 start-up transplant operations in North Carolina, his experience leading over 20 U.S. vendor qualification programs, and 7 years supporting CEOs of U.S. based manufacturing and sales companies in Mitsubishi's U.S. portfolio of companies.

About the Speaker: Sylvester Di Diego is an expert of Foreign Direct Investment (FDI) in the Americas and Asia for funding, starting-up, expanding, digitizing, and repositioning companies in the manufacturing, technology, distribution, and service sectors. In addition to leading the growth of Strategy Dynamix, he plays an active role with **Business Growth Services**.

Previously Sylvester was with Mitsubishi and Scient. At Mitsubishi (1982-2000), Sylvester assisted the Chairman and served the Corporate Investment Committee. He advised subsidiary presidents to enhance performance of \$1 billion U.S. portfolio and led corporate investment development in the Americas. Sylvester built a \$42 million business and operated/scaled a global supply chain service. He led investment projects in U.S., Canada, Mexico, Brazil, Peru, China, and Pakistan. At Scient (2000-2001), Sylvester was an Engagement Manager and advised Japanese and U.S. executives on funding, designing, and implementing digital projects. He also served as an expert on Supply Chain and eProcurement.

Sylvester is active in several civic and business organizations and speaks on business, strategy, and investment topics to industry and corporate groups. He is proficient in Japanese and has been stationed in Japan for a total of 5 years. Sylvester has a BA from Harvard and was awarded a Michael Rockefeller Fellowship to Japan.

About Strategy Dynamix:

Strategy Dynamix is a bilingual Growth Services Company that accelerates business expansion for U.S. and Japanese companies, their suppliers, investors, and organizations that support them, especially during market entry, business expansion, and repositioning. Clients especially leverage our services for selling, supplying, and staffing.

We offer Business Growth Services (strategy and operations services) and Human Capital Services (HR and bilingual recruiting services). Each partner has over 20 years experience supporting trade and investment into local regions of the U.S. and Japan. We complement your core team to propel your company up the growth curve. (www.StrategyDynamix.com)

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