

COMPANY PROFILE



REDFERN ASSOCIATES

赤 蕨 Analysis · Strategy · Direction





Analysis, strategy & direction.

REDFERN ASSOCIATES is an established advisory firm with decades of accumulated knowledge and business acumen specialising in China.

REDFERN ASSOCIATES employs a combination of technical expertise and commercial experience for China market solutions.

REDFERN ASSOCIATES provides commercially relevant, practically useful advice, which adds value to companies at all stages of the China business cycle.

RedFern Associates offers professional services with decades of accumulated commercial experience in the China market.

Whether you are looking at market entry, establishing an entity, seeking strategic advice or requiring statutory compliance - asking the right questions and understanding your environment is the only way to build a successful business in China.

- Market Entry & Business Strategy
- Market Monitoring and Brand Protection
- Market Research – Sector, Channel & Partner Identification
- Corporate Services – Company Establishment and Statutory Compliance
- Corporate Advisory – Mergers & Acquisitions
- Company Restructuring
- Financial Services – Accounting, Taxation & Due Diligence



Meet the senior management team.



» SCOTT BROWN – MANAGING PARTNER

Scott Brown is a professionally qualified accountant and founder of RedFern Associates. Scott's experience in China began in the mid 1990's with investment projects including China's largest aquarium and the acquisition of China State Owned Enterprises and joint ventures for venture capital and publicly listed companies. He furthered his career as Managing Director of MNC companies in the packaging and manufacturing industries, Asia Development Director for an NYSE listed talent agency, and later as Director of Finance. For the last decade Scott has advised a wide range of foreign clients on market entry and China business strategy.

» OLAF GRIESE – PARTNER

Born in Germany, Olaf has been living in China and Asia since 2001 and is proficient in Chinese, French and English. Olaf Griese previously was the country head for a specialist foreign direct investment practice. For almost a decade he has been growing and expanding the firm's presence in China and India. Olaf leads RedFern's office in Shanghai. He has a comprehensive understanding of the legal and accounting issues relating to foreign direct investment in China. He specializes in generating growth through management excellence and scaling up operations in China.

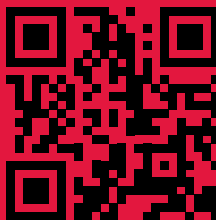
» FRITZ WEISS – PARTNER

Fritz has more than two decades of experience in China-specific business and corporate services. Prior to joining RedFern, Fritz served as general manager of Shanghai AIAL Consulting Co., Ltd., and later headed the China Corporate Services division of Faegre Baker Daniels in Shanghai. In these roles, he advised many clients, ranging from multinationals to SMEs, on their projects in China, emphasizing an approach that integrates regulatory compliance with practical solutions.



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