



## **Berners joins the CC-Link Partner Association to help build business bridges to China**

**One of the newest recruits to the CC-Link Partners Association (CLPA) is Berners Consulting, for whom a key business is helping companies establish businesses in China. Hence its services will directly complement the CLPA's own Gateway to China (G2C) programme.**

John Browett, General Manager of CLPA Europe, says he is delighted to have Berners on board: "Gateway to China is a very important part of our services and Berners will add a new dimension to the CLPA."

CC-Link is the leading open automation network technology throughout Asia, so it is a key enabling technology for the Chinese automation market. As well as helping members develop CC-Link products, the CLPA offers a significant package of benefits via the "G2C" programme to market products in China. These include advertising, webinars, roadshows, exhibitions and other promotional activities. Recognising that China is a vast and diverse country, the CLPA maintains an active presence in many regions and industries.

Berners has its roots in Germany and offers consulting, coaching, training and project management services to assist in planning for market entry and establishing strategic relationships with local partners. As well as China it also offers its services for Brazil and Europe and puts considerable emphasis on cross-cultural and intercultural issues for expatriate business executives, local staff and international visitors.

Recently, Berners has also helped Chinese companies wanting to invest overseas – to date, mainly in Western Europe.

Browett explains: "The CLPA is focussed on providing enabling technologies that help European companies increase their success in the Asian automation markets. Many of the companies we work with have already begun operations in China and other Asian countries. Our relationship with Berners Consulting produces a powerful synergy by adding additional capabilities to address key business challenges encountered in these markets. The teamwork of CLPA and Berners Consulting will allow European companies to successfully address all aspects of business in the Asian markets, both technical and commercial."

### **About Berners Consulting**

Berners Consulting support their clients as project managers from initial planning to implementation and beyond. In training, they conduct cross cultural training and international coaching certification training. In areas of their coaching practice, they specialize in intercultural coaching and expatriate coaching for business executives. Their areas of work are divided into the following areas: strategy and operations, bridging, and coaching/training. For project management implementation and control, they have developed a set of proprietary methodologies that along with their hands-on and customized approach are in high demand and allow them to add measurable value to their customers.

In their bridging practice, customers benefit from their experience and from their broad network in different industries, government agencies, and regions. They are often able to establish direct contact with organizations and officials who would normally not be accessible to companies directly.

Further information can be found at their web site: [www.berniers-consulting.net](http://www.berniers-consulting.net).

### **About the CLPA**

The CC-Link Partner Association (CLPA) is an international organisation with over 1,900 member companies worldwide. The partners' common objective is promotion and technical development of the family of CC-Link open network technologies. Over 1,200 certified products are now available from over 270 manufacturers. CC-Link is the leading open industrial automation network technology in Asia and is becoming increasingly popular in Europe and the Americas. The European headquarters is in Germany, with offices throughout the continent. The key details for CLPA's Gateway to



China (G2C) can be found at the URL [www.cc-link-g2c.com](http://www.cc-link-g2c.com).

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