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GRM ties up with global leader in emerging market entry solutions

Hong Kong/Cape Town –17th August 2018. GRM has today announced a formal memorandum of understanding and working framework with 2ndBase Inc, a global leader in emerging market entry solutions.

The joint venture will align GRM’s management consulting division, GRM Executive, with 2ndBase Inc. and offers both company’s extensive global client base joint services including full solutions when entering new countries to operate in. Among others, this will be, local company set-up, administration and operations, banking and tax, marketing, relevant in-country recruitment and business development. These are offered to any company looking to open an office in any emerging or frontier markets.

Rob Green, CEO of GRM, stated “We are absolutely thrilled to formalize our relationship with 2ndBase Inc. They are absolute leaders in the field of assisting companies to open new offices globally. At GRM we have similar experience of assisting our clients’ opening operations in Asia and Africa, so the partnership is a natural fit and now means we can collectively offer a truly global service. Our goal is now to assist our many 100’s of clients to spread their wings and launch in other parts of the world and with the extra range of services 2ndBase Inc. offers, we can deliver the full range of services to smooth the process.”

Green went on to say “We are always looking to add tangible ROI to our clients’ bottom line. Any new office can add serious revenue to a firm, but handled badly, it can cause problems for the wider group and can cost a lot of money. We have assisted many firms expanding into emerging markets, and our focus has been on helping them to be as profitable as possible, as quick as possible. 2ndBase Inc’s expertise in this will make us world leaders in this space”.

Andre de Wet, CEO of 2ndBase, added “2nd Base Inc. is comprised of a dedicated team of launch specialists, taking companies global, in the fastest, most effective and commercially viable way. We work off the premise that they know their business, we know the right partners, the right local customs and how best to optimise when this comes together. Your product and our knowledge makes for the best result in these emerging markets.

Working with GRM allows us to expand not only our reach, but also the services we can collectively offer. Specialists in our fields of business brings the widest range of benefits to each of our clients.

Collectively we’re in an even better position to ensure companies can grow exponentially. Why? Because we’ve done it ourselves, we’ve lived in these countries, worked in them, know the key players and launched businesses in them.”

- Ends -

GRM Group (www.grm.global) is our holding company. We specialize in executive search, legal recruitment, general recruitment and management consulting, business solutions & training. We are based in Africa, Europe and Asia and have experience of successfully completing projects on 5 continents. We have won, or been finalists in 12 industry awards from 2012 to 2018, showing that our industry sees us as true market leaders.



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GRM has 3 brands: -

GRM Legal, (grmlegal.com), based in Africa and Asia, we specialize in legal recruitment and executive search projects, from Associate up to Partner and team moves. We have also been involved in new market entry projects, helping firms move into Africa and other parts of the world. Our differentiator is our market mapping, research, knowledge of the market and headhunting. We are staffed by legally qualified professionals, with an extensive network and unparalleled insight of the legal market.

GRM Executive, (grmexecutive.com), based in Africa, we are GRM's management consulting division. Working alongside market-leading consultants we bring a fresh pair of eyes to our client's senior executive board and their strategy and objectives. Through a combination of traditional methods and our AI/Machine Learning People Analytics platform, we offer our clients market-leading solutions in market entry, board advisory, selection, leadership development and organizational structuring spaces, across the African continent and beyond.

GRM Recruit (grmrecruit.com), based in South Africa, we specialize in the recruitment of support staff, up to management level, specifically in the law, retail, B2B, and Marcomms sectors. Our specialty is our personal touch. We offer career advice, training, guidance and support throughout the job seekers process and your dedicated Consultant is an expert in their field. We help many young South Africans start their career in the right way, and we help more experienced managers position themselves for future promotions. For our hiring clients, we replace the need for social media campaigns, job board advertising, expensive in-house recruitment teams with a personal service delivered by recruitment experts, with over 15 year's experience in the market.

2ndBase Inc. (www.2ndbase.co) 2ndBase Inc. is a company that helps the world's top tech companies expand into emerging markets. Offering expertise in Asia, Africa and LATAM markets for execution, commercialization, expansion and research.

Having done this successfully before, we help tech companies do the same. When looking to expand into fast growing, mobile optimised emerging markets, 2ndBase Inc. supply a skilled team that knows how, have done it themselves and know the right contacts on the ground.

We bring local knowledge, relevant introductions and extensive business experience to any expansion plans by using proven and transparent processes that accelerate paths to expansion. All members of our team have been involved in growing multimillion-dollar businesses across these emerging markets.

We've done it before, know the lay of the land and give the advantage needed to be successful.

We get you to 2ndBase.