



THE WEAKNESS OF THE "OLD WORLD":

Adapting to the pace of change



Let's face it, things got pretty comfortable for a while there. We were members of a select club of nations which pretty much dictated how the world would run. Growth was measured, but largely predictable, and then came the change – instant access to unprecedented depths of information, and spectacular growth from vast economies which left the old, reliable economies in the shade.

In short, the balance of power has shifted and will continue to shift. New economies, new technologies and new competitors have changed the business landscape for good, and the speed with which all of this is happening is probably the greatest challenge of all – one that, if we don't rise to it, will threaten our future viability.

Our planning and investments have historically been made for a future that is five-to-ten years away. Meanwhile, countries like China have set about reshaping the world in cycles of two-to-three years, aiming for a faster return on investments, and stealing a march on others by thinking bigger and moving faster.

In the meantime, the old democracies of the world are discussing and debating their place in this new world and the best responses to it. And all the time, the world moves on.

The multinational corporations of the world have seen the writing on the wall and are adapting their ways of working as fast as they can to keep up and to ready themselves for the opportunities created by the ambition of the new economies, but what of the smaller businesses and their ability to adapt?

Some observers have already decided that we belong to the old world rather than the new, and that we will be overtaken by new, hungrier players. Maybe they are right. Then again, maybe

our size is our advantage and we can adapt too – perhaps even faster than the big global names.

The alternative is clear – accept our fate and fade into the background as new names and faces emerge and establish a business model that is tailored to the needs of customers in the new economies. To become mere spectators while others decide how the world will look in future.

This challenge is not just a question for CEOs and their leadership teams. It is something every one of us must consider and respond to. The response required is ever greater focus, commitment and added value – together, these ingredients offer us a recipe for continued success and perhaps even a return to the confidence of past decades. It really is up to us.

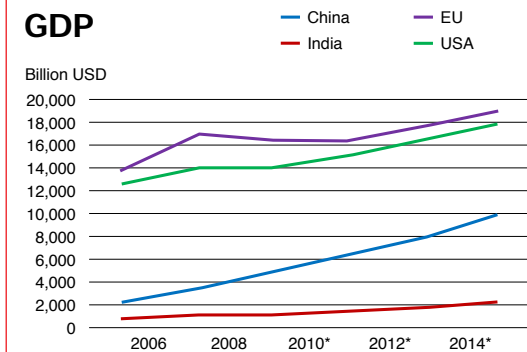
With best wishes for a Happy New Year!

JPbureau Group

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GDP



*) Estimates from IMF



WEBSITES /

Smart thinking for websites



JPbureau Group recently designed, developed and launched a new informational web resource about the disease endometriosis (endo-young.dk). Targeting women and girls aged 14-25, the site offers guidance on living with a condition that affects around 10% of all females.

The site has been specially designed to work on the increasingly popular smart phones and offers streaming video clips as well as all the standard reference material you would expect. With smart phones fast offering everyone instant access to online information, we expect to be handling more and more of this type of request in the future.

CHINA /

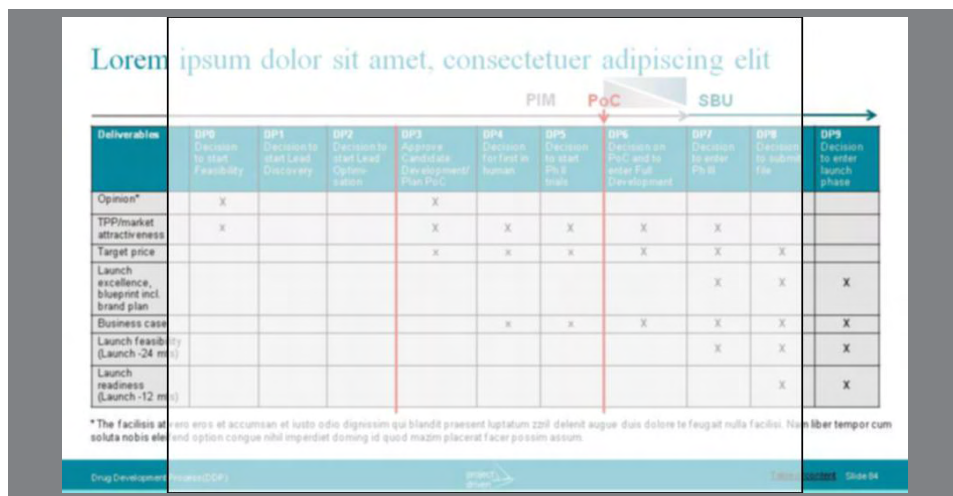
One Step Expansion into China



JPbureau Group is a true one-stop-shop when it comes to helping you plan your expansion into China. We are experts in the translation of both business and medical texts and work closely with specialist scientific partners in China to ensure your messages are successfully communicated. We can also develop artwork with Chinese text and can take care of the reproduction, printing and distribution of materials within China.

PPT /

Why PPT format 16:9 is popular



	DP0	DP1	DP2	DP3	DP4	DP5	DP6	DP7	DP8	DP9
Opinion*	X			X						
TPP/market attractiveness	X			X	X	X	X	X		
Target price				X	X	X	X	X	X	
Launch excellence, blueprint incl. brand plan								X	X	X
Business case					X	X	X	X	X	X
Launch feasibility (Launch -24 mo)								X	X	X
Launch readiness (Launch -12 mo)									X	X

More and more companies are now using the format 16:9 for their PowerPoint presentations, but why?

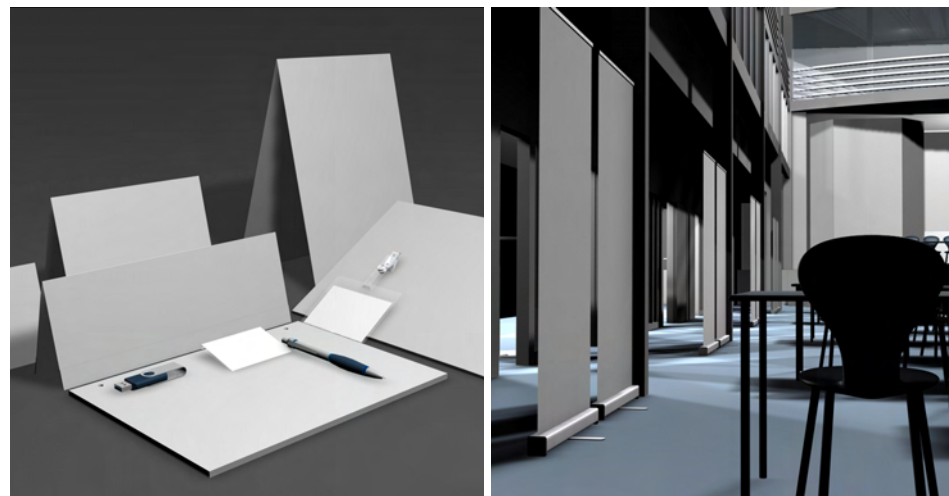
One reason is the format matches the screen ratio used by the latest generation of laptop computers. Another is the scope for presenting information in two columns – text lines in one and illustrations in the other – giving a greater feeling of space. Additionally, most video clips are now filmed in 16:9 format, so designing PowerPoint presentations in the same ratio allows for seamless transitions between slides and embedded video footage. Finally, at meetings and conferences, where projection screen height can often be limited, 16:9 offers 33% more projection-area than the 4:3 format.

QUICK-SERVICE / JPBureau Group provides a complete PowerPoint support service. We can assist you with layout, special illustrations and graphics, page setup, programming and navigation. Our services also include content management, such as: editing, proof-reading and script-writing.

We also offer an express service for those last minute emergencies when expert support can make the difference between success and failure.

CONFERENCES /

Planning your next meeting or conference



Working smarter and more efficiently are fundamental principles at JPBureau Group. We believe they are also the best response to customer needs and the realities of an ever more competitive market.

One package that is proving increasingly popular is JPBureau Group's range of conference and event services. Tools such as our web-based registration system make our clients' lives easier by offering an event-branded site where participants can register their participation, reserve accommodation and provide their travel and contact details.

This information can not only help event organisers to track registrations and make appropriate logistics arrangements, it can also be used as a contact database for issuing meeting updates and reminders; to generate delegate name badges and delegate lists; and to produce a contact book for everyone to take away after the meeting.

This easy, cost-effective way of organising and running meetings could be the answer to your next corporate event. Whether there are 10 delegates or 300, at JPBureau Group, we can help make your meeting a memorable success for everyone.