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PwC strengthens support for Fast-Growing Medium Enterprises through StrategiCom acquisition

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Singapore, 25 January 2016 – PwC announced today that it has acquired the business of StrategiCom, a corporate and brand strategy consultancy headquartered in Singapore and serving Fast Growing Medium Enterprises (FGMEs) from around the region. StrategiCom has an excellent track record in helping FGMEs– especially those in the B2B segment – to grow their business through well-positioned and highly-differentiated brands.

As the global leader in corporate advisory, PwC has long-recognised the importance of the FGME sector as the backbone of any economy. This acquisition is part of PwC’s continuous efforts to develop services that are critical towards helping FGMEs grow.

Mr Ng Siew Quan, PwC’s Asia-Pacific Entrepreneurial and Private Clients (EPC) Leader said, “This is a very strategic acquisition for PwC because we recognise StrategiCom’s position as the leader in developing corporate and brand strategies for entrepreneurs and family-owned businesses in the region. I am confident the addition of the talent from StrategiCom will allow PwC to serve our EPC clients even more effectively.”

All the consultants and research analysts of StrategiCom will join PwC’s EPC division. StrategiCom’s Group Principal Consultant & CEO, Dr Wilson Chew, will join the practice as a Partner.

According to Dr Wilson Chew, Entrepreneurial & Private Clients Partner, PwC Singapore, “Many of the entrepreneur-led and family-owned enterprises in this region are in the process of transitioning to the next generation of management. In our experience, the next generation of management usually focus on two things which are one, modernisation of the company’s capabilities; and two, growing the business through innovation and the development of a stronger corporate brand.”

In terms of service offering, PwC and StrategiCom see very clear complementary synergies in this space. This business acquisition and amalgamation of distinctive competencies will further strengthen PwC’s position as a thought leader in the field of growth strategies for EPC companies.

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

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