



### **Selected Experience in the Electrical and Utility Industries**

- Global product positioning study in the power surge protector market.
- Market intelligence study on electrical substations in Saudi Arabia.
- Market intelligence study on gas insulated switchgear in Southeast Asia, Europe, and the Middle East.
- Global market analysis for air and vacuum circuit breakers.
- Country-by-country analysis of the structure of electrical supply systems in the Middle East and Asia/Pacific.
- Market study on tariff meters in Europe and Latin America.
- Global market intelligence study on power transformers.
- Market demand study on ship cables in offshore applications.
- European market study on overhead power lines.
- Market analysis for plugs and sockets in the UK, Germany, and Russia.
- Eastern European market study for cable management systems.
- Quantitative and qualitative research in Europe for a US electrical components company.
- Created a company profile for a major utility company.
- Mall intercept study on air conditioner and dehumidifier units.
- In-depth interviews with directors and officers in charge of procurement and supply chain logistics working for manufacturers and distributors of appliances, electrical components, and lighting. Countries studied: Argentina, Brazil, China, Germany, Italy, Japan, Mexico, and Taiwan.
- Conducted market feasibility study for a new electrical outlet product in the US and Canada.

- Conducted interviews with customers regarding lighting for mid-end and high-end supermarkets.
- Conducted interviews with travelers regarding lighting for three-star and five-star hotels.
- Conducted Global Market Intelligence study for a power systems company
- Conducted a study for a power generation company on global genset end-user requirements
- Market study on air conditioning market
- Market assessment to identify growth opportunities, market sizing, and methods used to support, particularly in tunneling
- Market potential study for garbage disposals in the Russia using in-depth interviews with wholesalers.
- Market study regarding portable generator sets market.

### **Sample of our Past and Current Clients**

- ABB
- Arizona Power & Light
- Bourns
- ConEdison
- Cummins
- Florida Power & Light
- General Electric
- Holec
- Kohler
- Merlin Gerin
- MK Pump Company
- Philips
- Pirelli Cables
- Schlumberger
- Siemens
- Southern Company