



BASILINNA

博思澜亚

STRATEGIC CONSULTING

FOR CHINA & THE MIDDLE EAST

WASHINGTON, DC

BEIJING

SHANGHAI

CAIRO

WHO WE ARE

Basilinna provides fresh, distinctive insights for the China and Middle East markets and translates those into effective strategies to grow your business.

With decades of experience, Basilinna designs innovative strategies to help grow our clients' business, solve problems, and build successful partnerships.



Deborah Lehr, CEO with China's Central Bank Governor and Secretary Hank Paulson



Leigh Wedell, COO, with Shenzhen Mayor



Gracie Sun, President, addresses sustainability forum

ADVISORY SERVICES

GOVERNMENT RELATIONS

Governments influence all aspects of business in China and the Middle East. We develop government engagement plans tailored to your unique attributes that set you apart from your competitors.

STRATEGIC PHILANTHROPY

Creative philanthropic programs and results-oriented planning can help strategically position your firm and demonstrate your long-term commitment to the market. We develop philanthropic programs that result in long lasting relations with partners and government.

MEDIA POSITIONING

Governments increasingly pay careful attention to how your firm talks about their markets in the media. We identify opportunities to effectively leverage media to position your company with government and key stakeholders.

CRISIS MANAGEMENT

Companies inevitably get caught in political headwinds either through no fault of their own or by making political or cultural missteps. We implement rapid action plans that minimize damage with key stakeholders and secure positive outcomes.

POLITICAL RISK

Breaking news regarding China and the MENA region can be overwhelming. And the interpretations by foreign media can widely differ, making it difficult to understand how this information could impact your business. We produce regular "Quick Takes" on current and developing issues, creating tailored content that breaks down the headlines with a fresh take on complex political issues and how you can mitigate political risk.





TRACK RECORD

PRIVATE SECTOR

Our team has led and built successful China practices for a top ten law firm and a prominent Washington, D.C. consulting firm, culminating in the launch of Basilinna in 2013. We have had a series of wins for our clients in China, including the first joint venture music company, the first license for a foreign broadcaster, and the first Internet deal.

Basilinna's leadership has served as Asia Strategy Manager at Merrill Lynch and Senior Managing Director for Emerging Markets at the New York Stock Exchange when a record number of Chinese companies offered IPOs. Our team managed the Asia trade portfolio and business council at the U.S. Chamber of Commerce, and served as their China representative.

For one of Egypt's largest conglomerates, our senior advisor devised and managed a turnaround strategy for the firm's 21 portfolio companies during a tough business and economic climate.

PUBLIC SECTOR

Basilinna's leadership has served in the U.S. and Egyptian governments, as well as the United Nations and the Arab League. Our accomplishments include organizing Egypt's largest investment summit in history, negotiating China's WTO Accession and helping to conceive and launch the U.S.-China Strategic Economic Dialogue while at the Treasury Department under Secretary Hank Paulson.



INVESTMENT SERVICES

DEAL SOURCING AND NEGOTIATION SUPPORT

China and MENA growth present extraordinary investment opportunities, particularly in light of the trillion-dollar Belt & Road Initiative launched by the Chinese government, encompassing more than 60 countries. We source deals, facilitate negotiations, identify financing and develop government relations strategies for necessary approvals or tenders.

PARTNER IDENTIFICATION

The most important first decision you will make is how, when and with whom to enter the market. Given our networks in China and the Middle East, we provide unique insight into the corporate sector, including their government standing, so that we can identify and position you with your ideal partner.



57

Fortune 500 companies
represented



Deborah Lehr, CEO



Leigh Wedell, COO



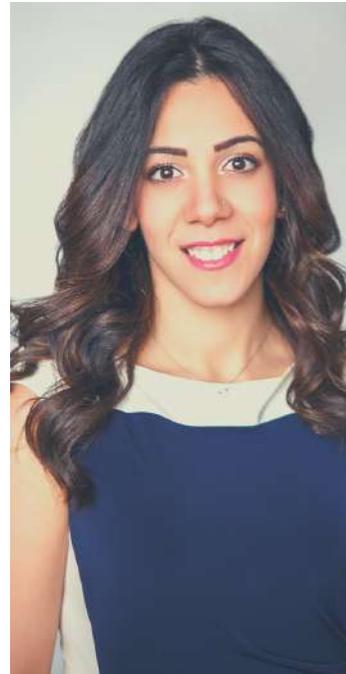
Gracie Sun, President

28

business sectors covered --
from mining to investment
banking



Lisa Castro
Chief of Staff



Yousra Abdelhameed
Director



Iris Diao
Director



Peter Stebbins
Associate Director

17

number of years Basilinna
leadership has worked
together

Deborah M. Lehr

CEO & Founding Partner



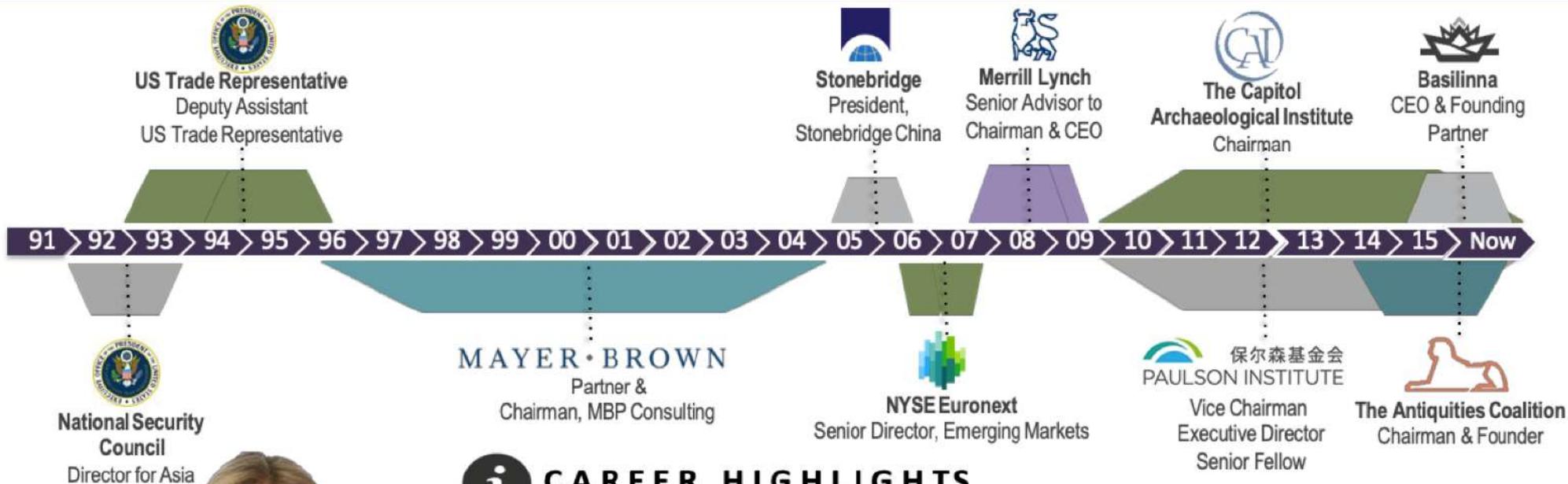
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i CAREER HIGHLIGHTS

- Partner at top ten US law firm who's practice led to first full service foreign music company, first license for a foreign broadcaster, and first internet deal, among other accomplishments
- At New York Stock Exchange, served as Senior Managing Director for emerging markets when record number of Chinese companies held IPOs
- Helped conceive and launch The Paulson Institute, founded by former Treasury Secretary Hank Paulson. Serve as Vice Chairman and Executive Director and created programs related to urban sustainability, green finance, mayors training, as well as a CEO Council made up of 16 leading US and Chinese members
- Created and Chair leading not for profit working across Middle East and Asia to fight antiquities looting and trafficking
- Lead negotiator on trade agreements with China across all major sectors, including China's World Trade Organization accession
- Conceived and established the Cabinet-level US-China Strategic Economic Dialogue
- Part of rebuilding US-China relations in the early 1990s at the National Security Council

Leigh Wedell

COO & Founding Partner



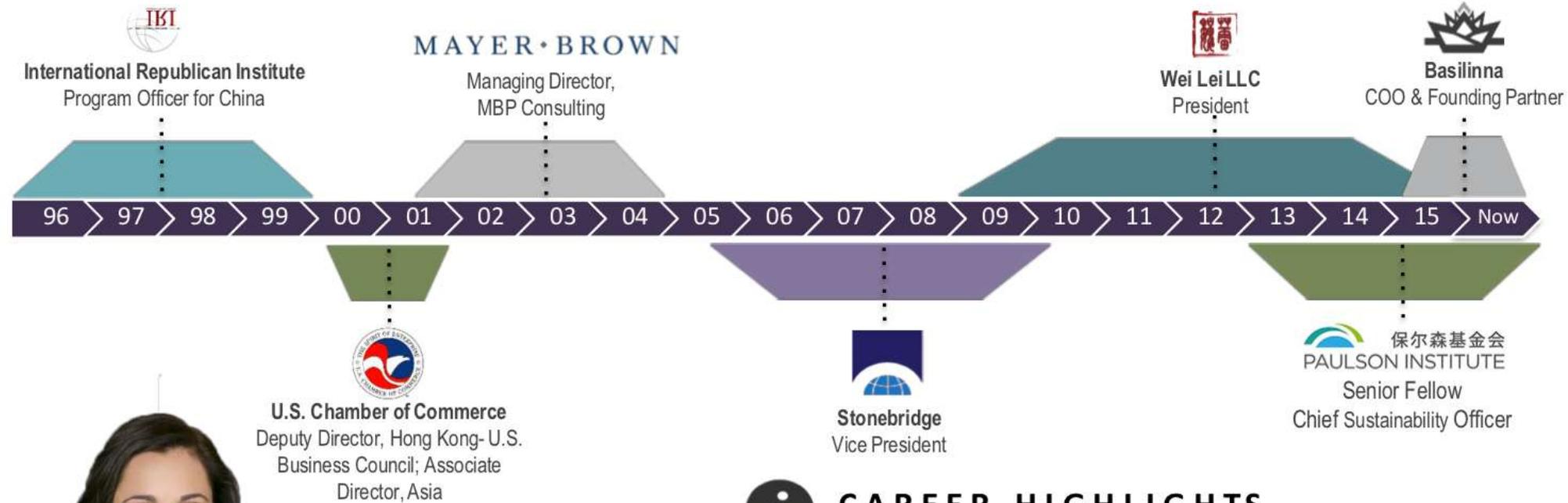
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CAREER HIGHLIGHTS

- Managed groundbreaking election program at China's village level
- Managing Director in trade practice of top 10 law firm, and Vice President in leading global consulting practice serving more than 50 Fortune 500 clients across all major business sectors
- Ran a senior level business between U.S. and Hong Kong for world's largest trade association
- Supported development of public relations and transition strategy for elected president of the Caribbean

Gracie Sun

President, China & Founding Partner



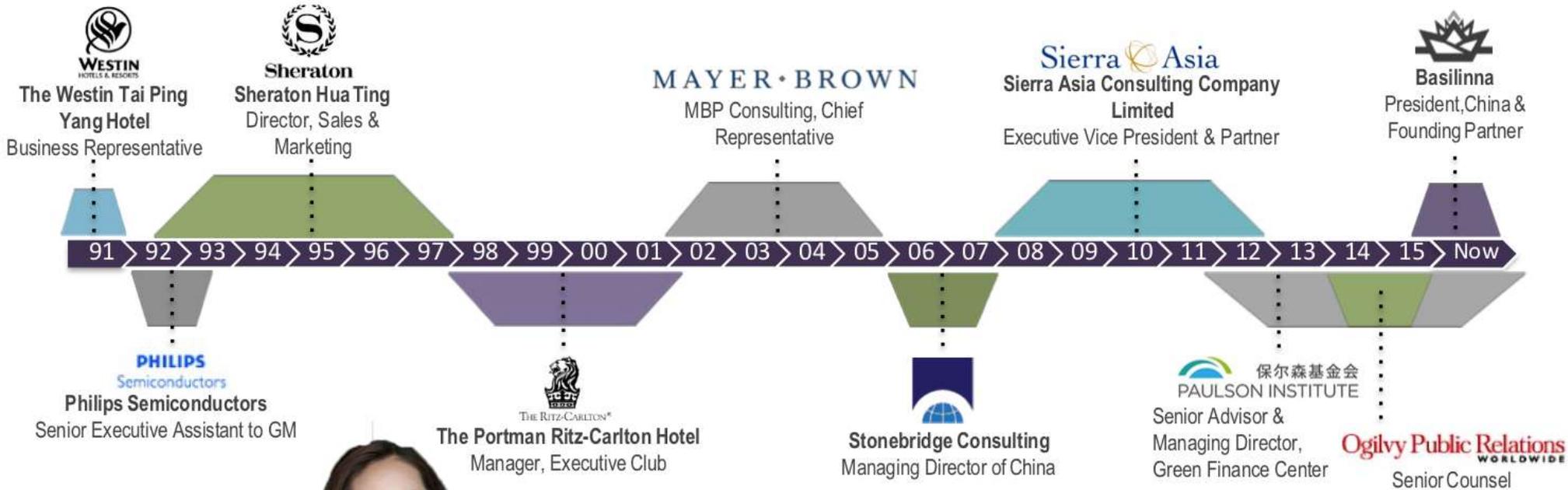
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CAREER HIGHLIGHTS

- More than 25 years experience working in American companies
- As a consultant, served as the China Representative for the U.S. Chamber of Commerce and Sesame Workshop
- Primary organizer for several leading CEO's regular visits to China, including meeting agenda to logistics
- Founder & owner of a vibrant Shanghai-based jewelry business
- Designed government affairs strategies in China as part of a global public relations firm
- Organized Ministerial Conference in Egypt on antiquities looting
- Organized U.S.-China CEO Roundtable in Seattle for Chinese President Xi's U.S. visit in Sept 2015

SENIOR ADVISORS

We work with a global team of sector experts that add depth and additional networks to our work. In coordination with our team, our senior advisors provide seamless sector analysis and strategic advice for our clients.

Lorne Craner
Executive Director, Atlantic Partnership



Ambassador Yasser Elnaggar
CEO ENInvestment



Alan H. Fleischmann
President & CEO, Laurel Strategies



Catherine Lu
Vice Chair, China's Youth Reform Forum



Larry Schwartz
Consultant, Strategic Communications



Kate Seelye
SVP, Middle East Institute



Dafna Tapiero
Co-Founder, Laurel Strategies



Cheryl Q. Xu
Managing Director, Hope Center for
National Health Studies,



PARTNERSHIPS

To complement our services, we work with other leaders in their respective fields to seamlessly provide our clients with one-stop-shop expertise. These partners work under our guidance to make sure our strategies are executed with the ease and professionalism our clients have come to expect from Basilinna.

In the United States and globally, we partner with **Laurel Strategies**, a strategic communications firm, to craft strategies that position the world's most visionary executives, corporations and institutions. Their communications strategies amplify our clients' unique point of view and help them rise above the fray.

In the Middle East, we partner with **ENInvestment** to source deals and facilitate government outreach and regulatory approvals. Led by our Senior Advisor Yasser Elnagger, the former Deputy Minister of Investment and CEO of the Chemical Industries Holding Company (CIHC), this firm has a unique and broad government and private sector network and a deep understanding of the region.

Tunisia-based **Oscar I.S.**, a leading energy investor and provider, supplies our team with the technical expertise to co-create, engineer and develop key national infrastructure projects for our clients. Their extensive experience securing government contracts throughout the region contributes to the development of our client's investment strategies.

LAUREL
STRATEGIES

EN
INVESTMENT


Oscar Infrastructure Services



Forbes



MEDIA

Basilinna's experts are frequent commentators in leading newspapers and on television around the globe on a broad range of topics from U.S.-China relations, Egypt-China relations, green finance, the Belt & Road initiative, and cultural heritage protection.



PHILANTHROPY

Basilinna CEO Deborah Lehr created The Antiquities Coalition which leads the global campaign against cultural racketeering: the looting and trafficking of ancient art.

Basilinna supports the Antiquities Coalition as it partners with leaders from the public and private sectors, and tackles plunder-for-profit head on. Through independent research and outside collaborations, they develop and implement innovative and practical solutions, empowering communities and even countries in crisis.

CASE STUDY



PROBLEM

A public gaff in China by a top executive of a multi-national pharmaceutical company irked government officials and was leaked to the media; the backlash led to public protests and the company's products being pulled from shelves.

PROMISE

Basilinna designed a multilayered crisis management strategy to re-establish our client's reputation. We worked swiftly to develop targeted messaging and a government outreach plan to reach the key stakeholders, work through the administrative process to get their products reinstated, reshape the media narrative, and demonstrate our client's long-term commitment to China.

PROOF

Within months, the pharmaceutical company was back in the good graces of regulators – and on the shelves in the world's largest consumer and healthcare market.

CASE STUDY



PROBLEM

A well-known children's education organization wanted to re-enter the China market and build its reputation as a trusted advisor and leading research group on children's education.

PROMISE

Our team developed a comprehensive government affairs program to position a successful market entry. We began by mapping the "circles of influence" in China's education space: government, private sector, and influencers. We connected our client with these influencers by building cost-efficient collaborative programs that shared the organization's expertise with the officials charged with revamping China's education system. These programs resulted in a network of allies, and gave key influencers a vested interest in our client's success.

PROOF

The organization is now one of the most respected experts on preschool education in China. Their TV programming has been at the top of its time slot with the under-six age group and has been viewed by tens of millions nationwide, including on CCTV, China's state television network. The success of the show has driven product sales. Notably, they are competing effectively with for-profit companies who have made a much more significant investment in China.

CASE STUDY



PROBLEM

Looting and trafficking of illicit antiquities has been exacerbated by the breakdown in civil society and the slowing economies since the Arab Spring and the rise of ISIS. A not-for-profit fighting this exploding issue had trouble reaching scale in its fight against the problem in the MENA region.

PROMISE

Our team designed a government affairs and messaging strategy that raised awareness on the importance of addressing this crisis as a foreign policy and economic issue, not just one about saving cultural heritage.

PROOF

The not-for-profit is widely viewed as a thought leader on the issue of cultural racketeering – the systematic theft of antiquities by organized crime and terrorist organizations. We developed an outreach program to MENA governments that resulted in the launch of the first Ministerial level conference in the region. We also created a regional Cultural Heritage Government Task Force that will be advised by the not-for-profit to bring the illicit trade to a halt and help these governments use heritage as a means to rebuild their economies. The leadership of the organization now is sought after by major media outlets as the authority on these issues.

CASE STUDY



PROBLEM

One of the largest music companies was seeking to enter the Chinese market, but the sector was only recently opened to foreign firms. The challenge was that the company wanted to bring its full range of business to China - artist development, production, and distribution – something that had never been tried previously.

PROMISE

Our team developed a creative, win-win strategy to facilitate our client's investment. We identified strong partners, supported the negotiating strategy, developed the strategy for obtaining the necessary approvals and licenses, and designed a successful government affairs strategy.

PROOF

The Basilinna team secured a "first" in the market by helping to secure the approval for a foreign joint venture in this heavily restricted sector. This firm still holds the only full service music company license.

CASE STUDY



PROBLEM

A major U.S. manufacturer of road safety products believed that their access to Chinese provincial markets was limited due to restrictive regulations.

PROMISE

Basilinna leveraged its network in the Chinese government and understanding of how the system works to determine that the regulations were actually written by our client's competitors to limit their access. These competitors had a stronger network, so we developed a plan to quickly build strong relationships with the decision makers.

PROOF

The Basilinna team developed a strategy that not only resulted in the regulations being revised to enable more competitive pricing in the market but also increased the company's sales by 110%. Our approach was to position our client as the solution to one of the top priorities faced by China's transportation officials: reducing traffic fatalities. We partnered with the Chinese stakeholders to run a series of seminars that showcased our client's road safety expertise, and at the same time provided a platform to demonstrate how their products directly reduced fatalities.

CASE STUDY



PROBLEM

An environmental NGO launched by a former senior U.S. government official to advance U.S.-China cooperation was looking to raise its profile and attract senior corporate and government engagement and support.

PROMISE

The Basilinna team identified sustainability as the best intersection of China's policy priorities and the corporate community's social responsibility interests. This fulfilled a priority for the Chinese government and allowed the corporate sector -- both in China and the U.S. -- to demonstrate their commitment to helping solve China's top challenge.

PROOF

Our team created a CEO Council on sustainability to develop policy advocacy positions, case studies, and pilot projects in China. Given the caliber of the CEOs, this high level council attracted the support of the Chinese leadership up to the Vice Premier level. The Council also provides a platform to convene annually to discuss the major issues while also creating a lab environment to cooperate on tangible projects that showcase how members have greened their companies and the broader environment.

CONTACTS

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