

DAXUE CONSULTING JOINS VVR INTERNATIONAL

Paris / Shanghai, July 25, 2024 - **Daxue Consulting**, a market research and strategy consulting firm that has supported over 400 clients in China and Asia since 2012, and **VVR International**, a consulting and organization services provider having facilitated the industrial and commercial development of over 1,000 companies in China since 1999, today announce their strategic merger to form a leading group on China-related issues.

The skills and expertise of Daxue Consulting, specialized in identifying and mobilizing the **growth levers** of its customers in China and Asia, remarkably complement the operational capabilities of VVR International, whose mission is to define and implement **innovative organizational models** that will enable the Group's clients, whatever their sector of activity, to develop in these markets **ambitiously, securely, and sustainably**.

With more than 70 consultants combined (excluding PEO employees), including over 60 in China, spread across 8 offices managed by an Executive Committee of 9 French and Chinese partners, the Group aims to become the **leader in strategic and organizational consulting** for companies in China. VVR International and Daxue Consulting provide their global clients - multinationals, ETIs, SMEs and start-ups alike - not only with a clear, quantified **vision** of their growth opportunities, but also with the ability to implement this vision, via a set of particularly innovative and solid **operational, regulatory and HR services**.

Capitalizing on their strong brand awareness, both entities will continue to operate under their own brand names. The Daxue Consulting and VVR International teams in Shanghai are joining forces immediately, to accelerate synergies and foster the rapid development of an integrated consulting and services offering. In particular, the Group will increasingly draw on the unrivalled expertise of its consultants in the fields of **business development, digital, medical technologies** and **capital partnerships** in China..

Matthieu David, CEO and founder of Daxue Consulting:

"The alliance between Daxue Consulting and VVR will enable companies worldwide which are invested in China to benefit from business development solutions at both strategic and operational levels. For Daxue and its team, VVR's operational offering is the ideal complement to Daxue's mission to serve our clients in both the strategy and execution of their ambitions in China. It should be added that this merger will enable Daxue to draw on VVR's expertise in the medical field, negotiation, and distribution issues".

Camille Verchery, CEO and founder of VVR International:

"The integration of Daxue Consulting's expertise will enable us to offer our clients high-quality strategic market research and relevant marketing skills, particularly in the healthcare and BtoC sectors. The new group will achieve sales of 10 million euros. What's more, the group's growth will justify greater investment in new technologies. Last but not least, the culture, the DNA of our teams and our values are incredibly similar, which is ultimately the most important thing for the development of our employees, and therefore performance for our clients".



DAXUE CONSULTING

Founded in 2012, Daxue Consulting is a strategic market research and consulting firm specializing in the Chinese market, with offices in Beijing, Shanghai and Hong Kong.

Through strategic market research tailored to the needs of its clients (large international companies and SMEs), Daxue Consulting's team defines unique and fine-tuned growth strategies in the Chinese market.

Thanks to a combination of digital data collection tools and traditional investigation methods, Daxue Consulting has supported over 400 clients through 600 projects, in sectors as varied as F&B, beauty, food, cosmetics & luxury, healthcare, video games, e-commerce and numerous industrial sectors.

VVR INTERNATIONAL

Founded in 1999, VVR International is a consulting and services company that assists companies from all over the world in their industrial and commercial development in China.

VVR International's core business is to secure and perpetuate its clients' development in China by setting up sustainable and innovative organizations.

Over the past 25 years, VVR International has managed more than 1,000 projects in China, including over 350 distribution projects (strategic diagnosis, development of sales networks, recruitment, PEO and setting up of sales structures), 250 capital partnership projects (technology transfer, setting up of own operations, joint ventures, fund-raising, mergers, acquisitions), and over 400 purchasing/quality projects (sourcing, auditing, product development, quality control) in 20+ business sectors.

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VVR International is a founding member of [Globalians](#) and [Medicallians](#).



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