

## **Pira International and Business Development Advisory Announce Strategic Alliance in North America**

MARIETTA, GA. May 8, 2008 – Pira International and Business Development Advisory (BDA) has formed a strategic alliance to better serve North American customers. Pira, a leading international consulting company and information provider focused on the paper, packaging, and printing industries, will combine forces with BDA, a US-based growth-consulting firm focused on paper and packaging markets, to provide a broad array of research, strategic consulting, market information, and international development services that meet the changing needs of global and domestic companies.

As North American markets continue to mature and developing regions become more significant producers and consumers of paper and packaging products, domestic suppliers must realign their businesses to remain viable and position themselves for growth. In addition to developing new capabilities and business strategies for domestic markets, these companies must better understand global trends and opportunities. These developing needs increasingly require the support of industry-focused independent outside consultants who can provide research services, market information, and strategic consulting support to better assess these opportunities and determine the best way to respond. By joining forces in North America, Pira and BDA can offer North American companies these growth development services by leveraging both domestic and international service capabilities within the combined organization.

"This alliance will allow Pira to more quickly expand its global information products and services to North American companies who may not be familiar with our capabilities" says Pira International Managing Director Dave Simmonds. "Paper and packaging markets have become increasingly global in recent years and we believe that our combined resources will help North American companies take advantage of this development." According to Frank Perkowski, president of BDA, this alliance "will give our North American clients access to the extensive resources and capabilities within the international Pira organization and allow us to offer an international perspective that are required to assist companies as they expand their business globally."

For more information or discuss a specific need, please contact either Jack Miller of Pira International (203.925.0326 / [jack.miller@pira-international.com](mailto:jack.miller@pira-international.com)) or Frank Perkowski of BDA (770.643.9081 / [frank@bd-advisory.com](mailto:frank@bd-advisory.com)).