

Here's a case study on how GE's know-how is helping drive growth for a middle market company

ACFC from GE Commercial Finance Delivers Real World Experience in China

Through the Access GE Program, GE helped Justrite cut six months off its learning curve on doing business in China by:

- Tapping into GE's internal network of experts to provide useful information regarding sourcing from, and selling into, China
- Facilitating discussions with Access GE's Chinese-national, located in Shanghai, enabling Justrite to gain insights into cultural differences and economic development zones within China.

Founded in 1906, and headquartered in Des Plaines, IL, Justrite is the leading manufacturer of safety products that are designed to help companies prevent catastrophic events caused by fire or spillage of hazardous materials. Its products are mandated for use in commercial buildings, factories or laboratories where hazardous or flammable liquids are stored or used. Justrite's products are distributed throughout the US, and are sold through virtually every industrial, safety, laboratory, and material handling distributor in the country. Additionally, they export to over thirty countries around the world.

When Gary Marcus, Justrite's Vice President of Marketing and Business Development first heard about ACFC he was impressed with the program and how it could allow Justrite to tap into best in class expertise as well as learn about global sourcing.

Understanding Growth in Rapidly Expanding China

The Company's primary challenge was global sourcing. Justrite did not have a lot of resources or experience in Asian sourcing. Through the Access GE program, JustRite was able to move up the learning curve very quickly by tapping into the GE team's tremendous real world experience.

"From our initial contact with Access GE, they were very helpful in assisting us to establish our goals and objectives for the project and were very hands on in making sure that we achieved each of these goals," said Marcus. "They were very proactive in contacting us, following up with the right people, putting us in contact with the right people, and making sure that we were getting a high value out of each of the contacts that we made."

Marcus went on to say, "The contacts we made through Access GE were experts within GE and probably cut six months off of our learning curve by understanding the potential pitfalls and opportunities in China. The resources that we received through the Access GE program were unique to GE."

Real World Valuable Tips and Experience in Working with Chinese Sources

Access GE allowed Justrite to tap into people with very current and relevant experience as it reviewed the opportunities in China. According to Marcus, "we had not really considered the sales opportunities in China. Working with the GE team really opened our eyes to the possibilities for selling into China and throughout Asia which in our case we have distributors over there, but did not have a lot of presence for sales in China."

Access GE also offered sourcing expertise from a practical standpoint such as how to evaluate different sources, what to expect and what not to expect. The team was able to put Justrite on solid ground when it came to expectations of the source, how to understand the cultural

differences between US and Chinese manufacturers, as well as other aspects of dealing with the Chinese supplier.

Marcus further states: "GE's strategic sourcing leader, who was a Chinese National, gave us great insights into the economic development zones within China, their history, the locations, the number, the benefits, and the cost of doing business in some of those different areas. That information was a tremendous learning experience for us, and I don't know how we would have received it any other way."

David Gordon had praise for the value-added activities that are part of Access GE: "Anytime you have the opportunity to work with the operating resources of a best in class company like GE you want to take advantage of it."