

Multi-service provider SMI rolls out successful business model in Asia Pacific

Service Management International Ltd, the multi-service provider established in 2000 as a joint venture between the UK's MITIE, Germany's Klüh and France's Sin & Stes, is embracing the Asia Pacific market in its drive towards achieving a full global presence and market leadership.

In doing so, SMI is continuing to build on a unique and successful business model that has already earned it a number of large, international portfolio contracts.

SMI now operates in more than 60 countries across the globe.



SMI's Managing Director Juergen Kulka says

"Our unique, tried and tested method of operating has created a formidable service-delivery tool that responds to the increasing need of corporate business managers to achieve a simpler, more integrated supply-chain solution. Such a solution reduces complexity, lowers operating and administration costs and enables greater budgetary transparency and control to be achieved.

We are now taking this model to the Asia Pacific region through the establishment of partnerships in not only major regional economies (including Australia and New Zealand), but also in countries with less developed facility services and management markets such as Bangladesh, Kazakhstan and Azerbaijan.

As well as providing a central support function from our offices in London, we offer our customers in Asia Pacific the added security of direct operational support and regional account management out of our APAC hub situated in Singapore and located at the headquarters of our Singaporean partner company, Campaign. This is a continuation of our successful philosophy whereby global management is combined with local knowledge and expertise.

With regard to the future, we foresee a significant increase in global, regional and even multiregional integrated soft-service delivery initiatives. As well as covering the classic non-manufacturing, office-building environments seen in the financial services and hi-tech industries, such initiatives will spread out to the global real estate portfolios of manufacturing corporations operating across a whole variety of sectors.

Our expansion into Asia Pacific is simply the next step in our global strategy to provide regional, multiregional or truly global bundled soft service delivery solutions. The global self-delivery structure adopted by SMI combines our unique regional and global account management experience and competencies with national and local service-delivery capabilities, and as such is the ideal tail-in for the streamlined FM structures of global corporate clients and global real estate management specialists.”

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