



## ***Creating Entrepreneurial Value ...***

Liesenfeld International GmbH was founded by Bodo Liesenfeld after he successfully concluded his life as President and Shareholder of Rohde & Liesenfeld, a globally present and active logistics company with a group turnover of US\$ 500 Mio. His vision and objective is to create a different kind of investment concept than pure financial or strategic investment, namely ***Value Investment***.

Based on an institutional involvement in selected companies as member of an advisory - , supervisory board or similar, in combination with an equity commitment Liesenfeld International offers to enhance company value on these areas:

- **Strategic Management** - Many companies, although already prosperous, could achieve ever better results by mapping out a proper development story. Most financing institutes require such strategic position in today's environment.
- **Internationalization** - Benefitting from his high-value network in several global regions, Liesenfeld can contribute individually and discreetly to international business development plans.
- **Value Based Company Cultures** - Creating, implementing and living a positive and effective culture adds value to companies. Building a value code is indispensable in successful organizations.
- **Change Management Processes** - Next to a good concept, the involvement of management and staff is vital to the success of change management projects. Having prepared a Balanced Scorecard in his former enterprise, Liesenfeld has collected practical experiences how to lead a company through times of important changes.