

**Kelsterbach/Frankfurt – 10.04.2007 / adi Consult**

## **adi Consult UK and First Choice UK joining forces**

**First Choice UK Ltd. becomes additional Joint Venture Partner in adi Consult UK Ltd. for Great Britain and Ireland**

First Choice UK, is joining adi Consult UK Ltd. as Shareholder in addition to Gerry Burgin's GBCA. The name First Choice is synonymous with the Recruitment industry involved in the Freight and Logistics business in the UK.

Established in 1993 with one office at London Heathrow it has grown today to 4 offices operating from strategic sites around the UK. All 4 offices offer the full spectrum of Recruitment to the Freight business ranging from Warehouse and Driving, permanent and temporary, to Freight clerical and Senior Management. First Choice can also offer general consultancy, Interim Management and Mergers and Acquisitions. The two owners and directors of First Choice are Chas Dowton and Simon Ward. Chas Dowton has enjoyed a long career in the Recruitment industry for over 26 years having previously worked in the Freight Industry. Simon Ward has held senior positions in the Freight Industry for both SMEs and Multi National Forwarders over the past 35 years.

adi Consult, a more international operating group, strengthens with the entry of First Choice their local market presence as additional service to their global customers. In return First Choice can offer their existing clients "the Globe".

Simon Ward and Chas Dowton, the owners of First Choice commenting: Our recruitment business has dedicated divisions supplying permanent and temporary staff at all levels to the Freight industry. First Choice's Corporate Executive Search is simply one of the very best sources of senior personnel in the domestic and global market today. Our Mergers and Acquisitions division is quite separate from the other

divisions within the Group offering a completely confidential service to the International Freight industry. We have acted on behalf of SMEs and multi nationals in purchasing Freight Companies in recent years with complete success. First Choice is now part of a recognised International network “adi Consult” enabling First Choice Corporate to advice on Mergers and Acquisitions on a worldwide basis.

Jochen Smoktun, Managing Partner of adi Consult comments: The joined forces in the UK will bring the both of us in a dominant position regarding market coverage and expertise. The benefits for the entire global adi Group are substantial.

**The company has aligned all its activities with the demands of the global transportation markets. Accordingly, Personnel and Management Consulting, Mergers and Acquisitions, SWOT analyses, strategic planning, validating and establishing business plans, advising companies on optimizing or rebuilding their organizational structures, productivity benchmarking and improvements are all part of the adi’s portfolio. Their solutions are realistic and practical and if desired adi will implement them too. The vast industry specific experience accumulated by adi’s management and staff while working in operational and top level positions is a great foundation for their customer’s success.**

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