



corporate executive offices

CEO NEWSLETTER

MAY 2007

From the Managing Director.....

Who would have thought all the way back in 1987 when CEO first began that we would now be on the verge of opening our very first international location.

I certainly didn't!

We also have plans to open another 8 sites within this year which will be located in Brisbane, Gold Coast, Sydney, Adelaide & a few more in Melbourne. It will be a very busy 12 months for us all.

I would like to take this opportunity to say "Thank you" to all of our wonderful staff and to you our clients for your continued support over the years which has made this leap possible.

I can't tell you how exciting this move is for us.

Take a look at the "News & Moves" article on the following page and for more details see our website www.corpexec.com.au

Please do not hesitate to contact your Centre Manager if you would like any further information on our new site in Manila.

Kind regards,

Jenny Falley

*"We take care of the details.....
While you take care of business"*

Phone: 1800 111 266

E-mail: enquiry@corpexec.com.au



CEO Client Profile

HR Investment

HRI became part of the CEO family in October 2005, being the first client to move into Normanby Chambers, we continue to enjoy the surrounds of this wonderful location.

At HRI we are experts in custom-designing Human Capital solutions that enhance organisational processes, practices, skills and cultures, and improve business performance and bottom line growth.

Firmly committed to achieving tangible and measurable business results, our team of functional experts comprises HR professionals and Organisational Psychologists with many years' combined experience across a broad spectrum of industries, capacities and strategic disciplines.

We offer tailored solutions to clients across 4 areas:

Consulting:

Working in partnership with our clients we define the impact of people practices with hard business measures. At HRI we believe heavily in customisation and offer services that support organisational culture; generating high performance teams, changes to management, merger and acquisition activities to name but a few.

Outsourced Partnership:

We provide outsourced solutions that enable organisations to focus on their core business activities and access our experts in a variety of disciplines to ensure compliance and effective implementation of Human Capital strategies that meet the needs of their evolving business.

Career Investment:

Defining the return on people investment is now a major organisational priority as talent becomes the greatest source of competitive advantage. Our team of experts assists organisations by providing specialist solutions in; developing cross generational employee communication strategies; design of processes to grow and manage current talent; assessment & design of employee retention solutions; design and implementation of programs to assist organisations in managing downsizing and individuals in transitioning from an organisation.

Search:

The success of every organisation is driven by its people. In an increasingly competitive environment, the stakes are higher and the challenge of finding the right people far greater. We are dedicated to looking beyond the obvious to find the right leaders for our clients, and rely upon our integrity, quality and service for our success. Our comprehensive approach to leadership acquisition, assessment and development is second to none, providing innovative, contemporary solutions to business critical needs.

For further information on our services contact us on 9935 5202 or visit our website at www.hrinvestment.com.au



CEO STAFF PROFILE



Jacinta Diehm
Sales & Marketing

Having been with CEO for 4 years Jacinta believes she holds the record for the most moves ever by a CEO staff member.

"What's great about this is I can walk into any CEO site and know the majority of our clients there, say "hi" and catch up on what's happening with them".

Currently Jacinta works from our Southgate HWT centre in Melbourne and handles the Sales/ Marketing and Promotion of both CEO and SON.

Jacinta spent several years over seas working for the exclusive Firdale Hotel Group & was formerly the National Marketing Manager for Warner Bros. Studio Stores Australia.

Outside of work she enjoys sea kayaking and diving the bay and considers herself to be an amateur (& I do mean amateur) photographer.

A word of warning, she is also a fanatical St Kilda supporter, so try not to get her started!

We're on the Web!
www.corpexec.com.au

CEO NEWS & MOVES

CEO is Going International - First Stop Manila

CEO, Australia's largest, 100 percent privately and locally owned serviced office provider, is expanding into Asia with its first international site set to open in the Philippines booming capital, Manila.

CEO has taken 1000sqm across one full floor of an established office building in the heart of Makati, Manila's prestigious CBD district and will manage approximately 40 serviced offices. Set to open in October this year, the site is expected to fill rapidly as Manila's business centre booms with international outsourcing to the region at an all time high and demand for office space outstripping supply.

CEO Managing Director, Jenny Folley, said the move is an appropriate first step into the Asian market and has plans to continue the expansion. "We will continue the expansion over the following years and already have our sights set on another two levels in Makati, equating to 3000sqm which we expect to open in 2008. China is also on our future hit list.

"Opening in Manila will be a great challenge and we are planning for the centre to be completely operated by our Australian staff under the CEO management format."



Robinsons Summit Centre

The offices will be completely fitted using materials shipped from Australia. "We are welcoming business enquiries from throughout Australia seeking to help fit out the office spaces in Manila, as well as our future sites across Australia."

"Everything from the carpet to the light fittings will be delivered from Australia which will be a challenge within itself as it is important to set a high standard from the outset. An Australian designer and architect will be commissioned to design the floor plan and layout of the offices.

Ms Folley said negotiating the space had been a positive experience with Philippine businesses keen to embrace internationals to help rebuild the economy.

"We have been welcomed with open arms. The people of the Philippines see international business such as CEO moving to their city as a positive step in the recovery and rebuilding of their country bringing technology and job opportunities – there are great benefits from both sides.

"The serviced office environment has been highly successful in Australia as it provides an alternative office space that caters for businesses looking to clear the hurdle of start-up costs associated with setting up an office – there is every reason it will work for us in Asia.

Please contact Jonas on 03 9556 5888 for more information on this location.