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## **Communications Consultancy CNC opens in Tokyo**

- **Jochen Legewie to head new CNC office in Tokyo**
- **CNC (Communications & Network Consulting) AG - is the second biggest advisor on German financial transactions in the first half of 2004**
- **“Strategic communications is seen increasingly as an asset-building competence, and therefore an integral part of boardroom decision-making” Christoph Walther, CEO of CNC**

*Munich, 12 July 2004* - CNC (Communications & Network Consulting) AG, one of the world's leading high-level communications advisories, opened the first office of an international communication consultancy from Europe in Tokio. CNC's Japan office of the Munich-headquartered consultancy will be headed up by the former head of communication for Mitsubishi Motors Corporation, Jochen Legewie (39). "In Jochen Legewie, we have a true expert on board, who is really rooted in Japanese life, and has an excellent reputation in business and media circles", said Christoph Walther, founder and CEO of CNC.

Jochen Legewie: "Our strength is advising European firms in Japan on communications, and Japanese firms trading in Europe. These days, getting the right interaction with your audience locally is a critical factor in bottom-line results."

### **About Dr. Jochen Legewie**

Jochen Legewie served at Mitsubishi Motor Corporation from February 2001 until June 2004, culminating in his appointment in 2002 as head of global communications operations, with 100 executives based at the Tokyo headquarters. Before working in Japan, he was variously employed at the Japanese industry association Keidanren, a freelance journalist, and as deputy director and head of the economic department at the German Institute for Japanese Studies. He was awarded his PhD in Cologne. A fluent Japanese-speaker, Legewie can count on over 10 years' experience in the country.

## **About CNC AG**

CNC, an international communications consulting firm providing advisory and support services to senior management, was established in early 2002 by the former head of communication at DaimlerChrysler, Dr. Christoph Walther, the head of communication and IR of Ericsson, Roland Klein, and the former State Secretary of the German Federal Ministry for Economy and Technology, Siegmur Mosdorf. Founded on the principle of delivering results based on proven strategies and insider perspective, CNC advises some of the world's leading companies on international corporate and financial communications, M&A advisory, public affairs, corporate branding, crisis management and litigation support. In 2003, CNC advised on corporate transactions totalling over € 19.1bn, ranking the company no.1 in Germany and no.8 in Europe by transaction value. In the first half year of 2004 CNC was the second biggest advisor on German financial transactions. CNC is an independent partnership, headquartered in Munich, Germany and operating around the world from offices in London, New York, Berlin, Paris and Tokyo.

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