

Example: NAI Team Negotiated A Better Deal Than The Client Requested.

Note: This is a sample from the Panamericas teams we manage jointly with our Mexico and Latin America Teams. This project is from Mexico City. Samples from other LatAm countries are available upon request.

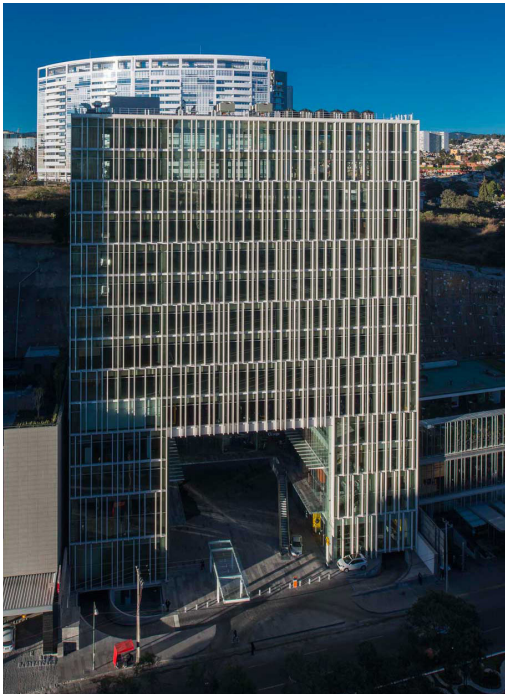
htc

HTC America Case Study

HQ: New Taipei City, Taiwan
www.htc.com

Location:

EUROCENTER Building, Juan Salvador Agraz No. 40, Colonia Lomas de Santa Fe, Mexico, D. F.



Background Situation

HTC Corporation is a Taiwanese multinational manufacturer of smartphones and tablets headquartered in New Taipei City, Taiwan. The NAI team was requested to support its renewal for rep and administrative office requirement for Mexico City.

Challenges

Space fitting initial HTC profile was not available in existing location and submarket. HTC was reluctant to relocate to another submarket in Mexico City.

Team Actions

Market analysis, site selection, strategic planning, negotiations and sector analysis

Results

NAI team secured leased office space in Santa Fe for HTC AMERICA INC. including ample finished office space, totally furnished in a Class A building at a below market, favorable starting rent.

Successful negotiations also secured inclusion of furniture, finished spaces,, free access to a gymnasium for the executives and child care facilities in-house for employees. This led to HTC managers changing previous plans and signing a long term lease for 294.33 M2 (3,168 sf)

Local HTC MANAGER – Eduardo Morones. HTC people involved - JONATHAN KOSHAR, DIEGO JARAMILLO, HECTOR MALPICA, plus ERIC BLOHM, MOHR PARTNERS.