

11 Feb 08

**MTI Consulting has formed a strategic alliance with UK's leading Intangible Asset Valuation Company, Intangible Business Limited.**

The signing of the agreement which took place in London recently will set in motion the rolling out of Intangible Business's solutions and valuation models in both the Asian and Middle Easter Markets under the MTI Consulting banner.

MTI Consulting, a leading Business Strategy Consulting firm, having recently diversified its portfolio to include a Branding unit, sensed the increasing importance for companies to value their intangible assets. Taking into account the growing trends of increasing Mergers & Acquisitions, Joint Ventures, Compliance, Control & Transparency, greater attention should be placed on valuing intangible assets, which contribute significantly towards a company's net worth.

This strategic alliance between two leading Consulting companies, offers Sri Lankan Corporate Clients globally acclaimed Intangible Asset Valuation services. Although intangible asset valuation is still in its infancy in Asia, the potential to nurture this segment is immense. The MTI Team that was present at the signing ceremony was also part of a training program on the valuation models and solutions thus gearing MTI for the effective roll out of Intangible Asset Valuation across Asia and Middle East.

Intangible Business Limited having commenced its operations in 2001, is the world's largest independent brand valuation consultancy, servicing clients in four sectors; marketing, finance, legal and banking. Having built an enviable international reputation for producing objective evaluations and insights for some of the world's biggest brands, the company draws on its experience from working amongst many sectors such as telecom, FMCG, pharmaceuticals, financial services, consumer goods, retail, fashion, not-for profit and leisure.