

# *INTREPID EXPLORERS, INC.*

**Joachim C. Bartels, Chairman, Intrepid Explorers, Inc.**  
***Business Information Consultancy***



Joachim C. Bartels is an information specialist with over 40 years of global business experience (operations, planning, M&A, divestitures, market & key account development); of which 35 years were in business-to-business, direct marketing and business information services environments. He pioneered new information concepts, new business models and set up businesses in emerging markets with continually changing political and economic environments. Bartels held line and staff management positions at the Dun & Bradstreet Corporation (D&B) in the USA and Europe. As senior vice president, Bartels managed D&B's business development program that spanned the globe with a particular emphasis on China, Eastern Europe, India and South East Asia. Bartels debates on a regular basis with political and industry leaders around the world about the role of information content in national economies and business decisions. He is a

regular participant in information and credit management forums working on issues concerned with the value of information in trade credit decisions.

**Bartels is founder and chairman of Intrepid Explorers, Inc. (IEI)**, a US based information content consultancy ([www.intrepidex.com](http://www.intrepidex.com)). IEI specializes in serving information content providers in the development of new international markets, the identification and selection of potential partners, the development of new strategies and information concepts. IEI also serves clients outside the information content industry, but which may have a keen interest in entering or investing in the content industry. IEI advises the banking sector (including Central Banks) in information pooling of loan performance data and in setting up Credit Bureau operations.

**IEI is a co-founder of Business Information Industry Association Asia Pacific – Middle East Limited (BIIA), based in Hong Kong** ([www.biiia.com](http://www.biiia.com)). BIIA was formed in June 2005 as a result of an initiative by several leading business information content service companies and three information content consultancy firms. BIIA currently represents nineteen members from the Asia Pacific Rim countries, South East Asia, South Asia and the Middle East. BIIA is a trade association for the information content industry. Information content can be defined broadly as suppliers of paid-for (by users or advertisers) proprietary digital information to businesses or about businesses. One of BIIA's principal objectives is to hold regular Information Forums for its members to be able to network and debate future trends in information needs with users, regulators, government and the public information sector. BIIA provides a platform for members to network and to work on common issues facing the industry in the region.

## **Professional affiliations**

Bartels holds memberships in professional associations including: **SIIA** - Software and Information Industry Association, based in Washington DC; **FCIB**, a global association of executives in Finance, Credit and International Business and the UK based **International Institute for Strategic Studies**.

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