



# MARKET EXPERTISE

You Demand We Deliver

## Global Cross - Border M&A CATI – Hybrid of Qualitative & Quantitative

Number of Interviews - 700

### Objective

The gain insights on the present trends in cross-border M&A strategy and opportunity, as well as challenges to conducting M&A.

### Methodology / Approach

Market Expertise conducted 700 interviews with senior M&A practitioners globally.

**The Job title targeted were: Head/Director - Finance, M&A, Strategy, Corporate Development | Managing Directors & Partners.**

**The main objectives of the study were :**

- ❖ Understanding the most recent cross - border acquisitions and discussing the entire M&A experience.
- ❖ To identify if the acquisition was done through an auction or bilateral negotiation.
- ❖ Identifying the most strategic and regulatory factors that caused the deal to fail or complete.
- ❖ Discussing on the future M&A intentions and outlook. Also to understand the changes they would have in their next transaction, based on their current or last experience.

### Deliverable

The results of the this project was uploaded onto the links provided by the client which was down loadable in MS – Excel format.

The respondent status sheet was delivered to the client at then end of the project.