



**How do you find agents or distributor in other parts of the world?
And can you convince them to promote your products or services?
They have access to the customer and will only give shelf space or
attention to your offering if it sells better than something else.**

We help you to find and convince the right local partners



We specialise in connecting the right agent or distributor for your exports. Experts in over 30 countries around the world at your disposal with us. They live there, work there, know the culture and speak the language. And we think from the perspective of the local distributor due to them.

Just searching for a distributor is not enough

Potential agents or distributors will ask you how you want to approach the market, and what support you will offer them. If your product is not yet certified for the market, has poor packaging or no clear marketing, they will not work for you.

We list potential distributors or agents and check their interest

Based on your strategy for your market entry, we draft a partnering profile, describing your company and the type of partner that are suitable for us.

In parallel, we list a broad range of potential distributors or agents. We discuss this long-list with you, to see what type of companies are right business partners for us.

We then approach the companies with your profile in hand. We call them in the local language or approach them online, get through to the right decision maker, send your profile and follow-up to see whether he or she is interested in an appointment. In our calls we also check whether the company really fits your needs.

We visit the companies with you and support in negotiations

Once we have the short-list of companies, we try to arrange online meetings shortly after one another, so that we spend your time efficiently to select the best partner for us.

We offer you a complete package, tailored to your situation

We have experienced business development specialists all around the world. Our people know the market and can give you a head start. Furthermore, we will help you to avoid common mistakes and legal problems.



You are an established company and already sell the product or service in your home market with substantial volumes.

- Your product or service is unique in what it does. Having 'a good quality for a reasonable price' is mostly not sufficient.
- If you are not the manufacturer yourself, you have the exclusive rights for the countries that you are aiming at.
- If the differentiation mainly depends on your brand (e.g. with cosmetics), you have a clear brand philosophy and your company makes considerable investments in branding. If you expect your distributor to do most of the advertising, you will have a hard time finding one. In other cases it may take more time and effort to find the right business partner, and our fees may be higher.

Is your company ready to be represented abroad?

Please note that in order to do an effective partner search for you, preparations are needed:

- Your company has a website in English, and preferably the language of the target country.
- Presentation materials, product descriptions etc. are available in English, and preferably the language of the target country.
- You have a draft in English for the distribution or agency agreement, and you have a good idea of what would be realistic fees and percentages.
- You have a worthy and welcoming reputation that can be searched online which can help distributors sell our products.
- Delivery conditions and international logistics are clear and described.
- There is an outline for a marketing plan, specifying the proposed way of promoting the products or services in the target country.

The better you are prepared and the more attractive you make it to work with your company, the more choice you will have for an agent or distributor. The most wanted distributors or agents will be selective who to work with and will ask you about your marketing plans, branding efforts and your sales support.

And yes this is all it takes to find the potential distributor partners.