

## NORTH AMERICAN MARKET ENTRY OUTSOURCED LandingPad™ SERVICES

### MTI LandingPad™ Market Entry Service

#### HOW WE CAN HELP

- Evaluate market demand and price competitiveness
- Manage administrative and regulatory obstacles including local registrations
- Outsourced sales team quickly sells products/ services to generate revenue
- Build business networks — sales channels, customers, suppliers, and service providers
- Reduce unexpected costs of market entry
- Bridge cultural and language barriers

#### THE OPPORTUNITY

\$20.729 Trillion  
NORTH AMERICAN\* GDP

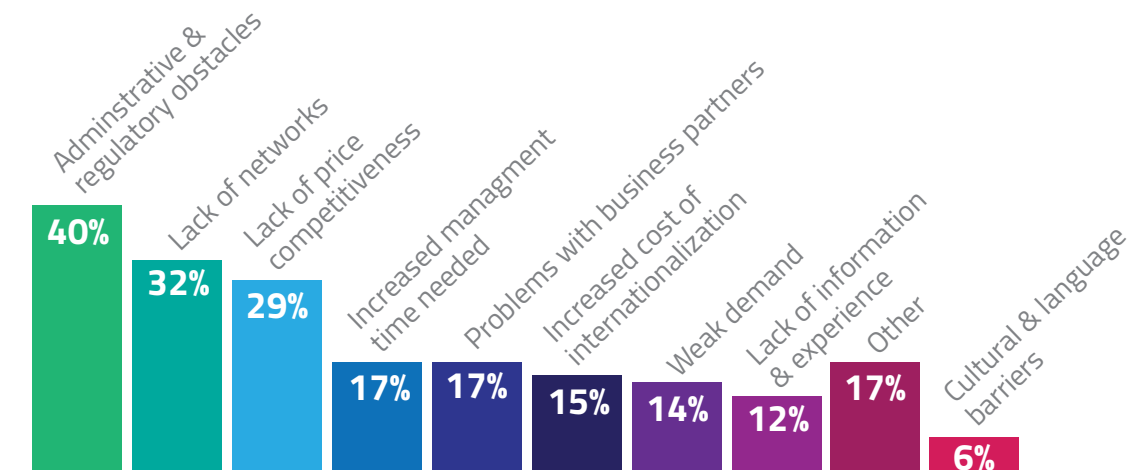
\$3.480 Trillion  
NORTH AMERICAN\*  
MARKET IMPORTS

IMPORTS ARE LARGER THAN  
ENTIRE GERMAN GDP

\*US, CANADA, MEXICO

#### CHALLENGES TO US MARKET ENTRY

40%  
of Swiss SMEs surveyed  
report administrative  
and regulatory obstacles  
as largest barrier to  
US market entry



# INDUSTRIES WE SERVE

Mark-Tech has a proven track record of helping companies from a wide array of industries achieve their global growth objectives. A partial list includes:

Transportation	Consumer Goods/Food	Data Security
Automotive	Medical Device	Data Storage
Commercial Vehicle	Power Generation	Audio, Visual, Communication Equipment
Construction	Aerospace	Airflow Management
Mining	Environmental Services, Equipment & Water	Engine Cooling
Agriculture	Software & Apps	IT Peripherals
Oil & Gas	Intelligent Traffic Systems	Commodities

## EXPERIENCE THESE BENEFITS

- Sales bundle – strategy, sales management, global sales; and execution with the experience, tools, and resources to increase both top line and bottom line.
- Results – ACTION not just advice!
- On-demand expertise- no long-term contracts, service billed monthly.
- A fresh, external-based perspective.
- Keep more of your money– no employee benefits, no severance, no vacations and other costs.

## OUT-SOURCED EXECUTIVE SERVICES

- Develop Market Strategy
- Business Model Development
- Market Research
- Develop Strategic Alliances
- Identify Key Opinion Leaders
- Business Entity Establishment
- Launch Entry
- Develop Resource Network
- Product/Service Localization
- Channel Qualification/Selection
- Sales Development
- Sales Management

## MARK-TECH GETS RESULTS

- > Established US operation for Finnish company to launch patented CleanTech technologies. Including: raised \$300K USD angel funding, and \$5 million corporate strategic funds, launched start-up team and led tech transfer, negotiated three-phased collaboration agreement with US-based global company
- > Raised \$5 million USD for battery technology company from consortium of investors from U.S., Finland, Sweden, UK and Israel
- > Established US operations for \$15 million/year Chinese industrial manufacturing company
- > \$40 million/year manufacturer of IT products launched new product line. We took 1000 leads from major trade show and turned it into a global network of over 100 distributors and \$15 million in revenue in 2 years

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