



# Commercial Consultancy International Market

Expanding your company's horizons

---



# About us

Up4market is a strategic marketing company focused on the internationalization of brands with expertise in the European market. We are specialists in the food and beverage, cosmetics, health and medical device segments.

We help companies at all stages of the journey with different solutions that adjust to the reality and size of each business. We believe that strategy is a fundamental part of internationalization and is essential for understanding new markets and your competitors.

We help many brands to plan, build strategies, find commercial partners and sell, creating concrete results in new markets. With knowledge it is possible to improve commercial performance and develop internationally.

We don't dream about our success.  
We work for it.



# HOW TO ACCESS A NEW MARKET ?

Our work is organized into four macro solutions that can run concurrently according to each company's needs and business strategy.

We introduce your brand to potential buyers and assist in various stages; from marketing, product, and brand registration to providing logistical, legal, fiscal, and accounting support.

We also conduct events, missions, and commercial representation for various brands in international markets. We help our clients with commercial planning, channel sales strategy development, sales, and pitch construction.

Additionally, we offer digital marketing solutions to support brands in communicating and promoting their products and services in new markets.



## MARKET ACCESS

Market objectives definition and international empowerment. Commercial presentation, price list and catalog.



## MARKET STRATEGY

Market research. Construction of international commercial strategy and positioning.



## SALES

Access to buyers and seeking commercial partners in the target market, along with commercial expansion.



## MARKETING & COMMUNICATION

Creation of a marketing strategy in Europe to publicize the company and boost sales, with the development of websites, landing pages and communication materials



# Missions, Training, Lectures and Business Roundtables



**FOOD SECTOR**  
Anuga Fair Project Brazil Trade  
Lounge Apex  
Germany - 2023



**BEAUTY SECTOR**  
Expo Cosmética Porto Mission  
Beleza Bahia Project  
FIEB SEBRAE  
Portugal - 2022



**BEAUTY SECTOR**  
Commercial presentation  
Jacques Janine  
UNAHOTEL Bologna  
Italy - 2023



**BEAUTY SECTOR**  
Beauty On.Road Project  
Lounge Beauty Fair  
Cosmoprof Bologna  
Italy - 2022



**FOOD SECTOR**  
PLANT BASED FAIR  
WORLD EXPO  
London - 2023



# Thank you



+351 913 644 143



daniela@up4market.com



/daniela-ferreira-up4market



@up4.market



www.up4market.com



/UP4market