
International Trade Services



About us

IDA is an international consultancy that helps clients to capture and capitalize on growing business opportunities in international markets, such as Asia, Europe and Latin America. Our management team in Beijing, Brussels, Berlin, London, Ottawa, São Paulo, Shanghai, Hong Kong and Tokyo consists of seasoned and high-level management consultants with solid international expertise.

Our goal is to map the market reality, build a feasible strategy and support our clients in day-to-day operations. In order to do so, we share our insights with our clients, understand their capabilities and capacities, define their growing opportunities and maximize their feasible profits in the target markets. All our efforts help clients to come up with individual and flexible solutions, enlarging their “in-house” know-how and increasing their enduring impacts in new markets.

International Network

With our solid business network in the international business community, we can support our clients through the development of their projects abroad, whether by organizing and inviting buyers to corporate events, educating end consumers about their products or successfully communicating with strategic local partners about our clients’ developments. Among our main business networks in Asia, Europe and Latin America, it is important to highlight:

- Business network platform and communities
- High end distributors
- Leading companies from different sectors
- National federations of industry and commerce
- Regional chambers of commerce
- Wholesalers and retailers

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Services

IDA has extensive expertise and a specialized team to provide high quality and tailored services in Asia, Europe and Latin America. With our extensive experience supporting clients' projects abroad, we understand the difficulties of companies and associations expanding abroad:

- Defining the most promising target market(s) and designing the best entry strategies
- Finding the ideal partners
- Managing international contacts
- Generating new sales channels
- Obtaining proper skills to negotiate with international contacts
- Maximizing the business chances of international missions, fairs and roadshows

To overcome these obstacles, we present our strategic and business-oriented solutions into 3 categories:

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A) Market Intelligence

Market intelligence is fundamental for private companies, associations and governmental authorities looking to enter new markets or improve their performance abroad. Below we summarize our market intelligence services:

1. Market Research & Go-to-Market Approach

To define the most promising target market, our comprehensive market research is customized according to our clients' needs, market conditions and it is composed by:

- **Desk Research:** the focus of the desk research is to determine the key intelligence topics for the project. The research includes examining all key legislation on importing products in these target markets and generates a strategic list of stakeholders to be interviewed in the subsequent step. The end result is a robust analysis of applicable laws, including legislation of specific relevance to our clients' products and a summary of recommendations for Asia, Europe and Latin America.
- **In-Depth Interviews:** the interviews rely on high-level conversations with key market leaders. This approach gathers valuable opinions regarding the current issues being addressed and provides more detail and qualitative insight about the business area of our client in the target market.

1.1. Topics of the Market Research

IDA's comprehensive market research is structured along the topics mentioned below, which are fundamental to the development of a solid market entry strategy, assuring a greater level of efficiency and success:

- Overall market size, segmentation and structure
- Consumer behavior analysis and potential sales points including key buying criteria
- Competitive analysis: a clear picture of competitors and their practices in the target market
- Product differentiation strategy for entering the target market, including adaptation of unique selling points (USP) derived from market, competition and consumer analysis
- Market pricing structure: cost optimization strategy to develop comparative advantages over local competitors
- Trends, growth drivers, outlook and projections
- Macro and micro market environment analysis
- Distribution channels
- Risks and barriers to entry

Considering the topics highlighted above, IDA provides a detailed and business oriented report about the best market entry strategy for our clients.

1.2. Go-to-Market Approach

Based on the results of the market research, IDA provides a full approach package to ensure a solid and profitable market entry. To effectively find new clients in the target market and consequently launch our clients' project, we start with the analysis and adjustment of our client's value proposition according to the target market's conditions.

By doing so, our client will be able to reach new clients more assertively by precisely highlighting their unique selling points adapted to the target market's demand. The adaptation of value proposition is determined by clients' information combined with the results obtained from the market research.

1.3. Deliverables

Market Research & Go-to-Market Approach

- Detailed market knowledge that considers the main challenges for business expansion and points out the most promising markets for our clients
- Feedback from opinion leaders on current issues of our clients' products in the target market
- Adaptation of value proposition, ensuring accurate positioning in the target market
- Establishment of Go-to-Market approach based on the key intelligence topics of the research

2. Distributors Research

IDA's research on ideal distributors for international companies in Asia, Europe and Latin America aims to identify high quality and experienced partners. Based on the needs and expectations of our clients, IDA first defines the profile of the ideal distributors and then develops a list of the most suitable distributing partners available in the target market.

2.1. Topics of the Distributor Research

The distributor research is based on the following topics:

- Legal requirements and potential trends concerning export and sale in the target market
- Contacts, reach, clients and figures of strategically selected distributors with strong expertise in our clients' business sector. The selection and contact with the distributors are developed based on our clients' products and goals in the target market(s).

Once this research is finalized, we work together with our clients to customize the best strategy and approach for each distributor.

2.2. Deliverables

- List of top distributors individually customized for our clients
- Accuracy in mapping ideal distributors in the target market
- Customized approach for each selected distributor, enhancing the chances of obtaining great commercial conditions for sales and distribution in the target market

B) International Missions

For companies, associations and public authorities engaged in international missions, IDA offers business-oriented support such as matchmaking services, the organization of customized roadshows and training for executives, maximizing their business opportunities and providing them with international market expertise. Our services in detail:

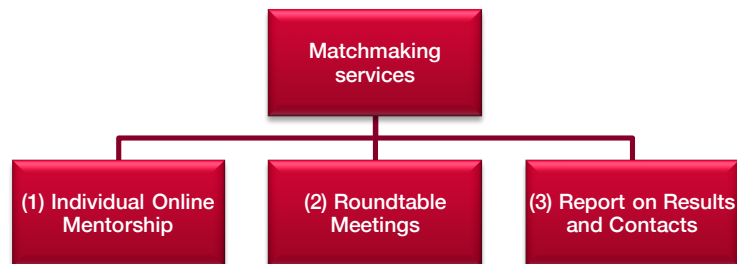
1. Matchmaking

IDA matchmaking services are tailored to our clients' needs and goals in the target market, by establishing the best approach to capture and capitalize on the largest and most profitable business opportunities. Due to our strong network in the international business community, we are able to schedule strategic meetings for our clients with suitable partners. Much more than simply organizing get-togethers, IDA matchmaking services are strongly based on business intelligence.

To maximize the chances of a successful matchmaking project, we usually adopt a 3-step approach. It consists of an individual mentorship for our clients, followed by the roundtable business meetings, and then a follow-up service with a final report on results and contacts with strong potential in becoming partners or buyers.

1.1. Structure

IDA organizes prospective trade meetings, aiming to promote our clients during their international missions using a 3-step approach, as illustrated below:



1.2. Deliverables

(1) Individual Online Mentorship

Before the meetings, we identify our client's needs, unique selling points, expectations and goals in the target market. We train our clients in local market characteristics and how to negotiate with potential buyers.

(2) Roundtable Meetings

We create a customized agenda through the strategic selection and invitation of key partners, the scheduling of business-oriented meetings and allocate staff to follow the meetings to avoid any language, cultural or business misunderstandings. After the meetings, these services are complemented by a follow-up with both parties to ensure the effective realization of partnerships and consequent international business expansion of our clients.

(3) Reports on Results and Contacts

After the roundtable meetings, IDA provides a report of the results, sharing all information from the project with clients, such as international contacts, meeting developments, next steps and suggestions for further matchmaking projects.

2. Organization of Roadshows

Business-oriented roadshows and technical visits provide insightful information about the industry in the target market and highlight future trends for our clients.

IDA is the ideal partner to help organize business-oriented roadshows and technical visits for international delegations in Asia, Europe and Latin America. Through our solid network with leading companies and institutions in these markets, such as universities, research centers and several leading companies in different business segments, IDA can organize a customized agenda according to the needs and goals of our clients and accompany them on the whole roadshow.

Deliverables

- Organization of business-oriented agenda including technical visits and meetings with target partners
- Market insight, information and trends
- Logistic support
- Translation services during business meetings and technical visits

3. Capacity Building

Training executives in international business development is gaining importance every year. To achieve tangible business results abroad, IDA offers tailor-made training programs, briefings for senior staff and courses on internationalization for foreign companies.

Whether through workshops or online mentorships, IDA can provide a comprehensive high quality coaching and capacity building package designed to enable a successful start in international markets. This service is designed for companies wanting to expand to new markets or to improve its performance abroad. The main topics of IDA's training programs are:

- Strategy of internationalization
- Market analysis
- International contracts
- Partners selection
- Other topics customized according to our client's demands

IDA's multicultural staff is proficient in Chinese, Dutch, English, French, German, Japanese, Polish, Portuguese, Spanish and Swedish, minimizing any language or mindset barrier during the training programs.

Deliverables

- Business oriented qualification aimed at negotiations with international partners
- Improvement of negotiating skills for companies participating in international missions such as fairs, roundtable meetings and roadshows
- Increase of business chances during meetings with potential international partners

C) Leads Management and New Leads Generation

IDA's team in Asia, Europe and Latin America helps private companies, associations and international investment agencies to manage and generate new leads, as described below:

1. Leads Management

Based on the international business network of our clients, IDA validates their leads through phone contact or meetings and provide an updated list of existing leads, pointing out contact changes and suggesting solutions to re-establish business relations with existing leads.

Deliverables

- Accurate validation of existing leads
- Report on new demands or changes of existing leads
- Suggestions of new business with existing leads and changes of existing leads

2. New Leads Generation

IDA has great knowledge and expertise in representing clients' commercial interests abroad. We consist of an experienced, multicultural and highly professional team, which gives support to the negotiation with international partners, aiming to improve our clients' reputation abroad and achieve the most profitable commercial conditions in the target market(s). To generate new international leads, IDA offers a strategic approach as described below:

2.1. Structure



Based on the list of potential partners and the prospecting strategy established with our clients, IDA can enhance their investment attraction opportunities in target markets. The developments and efforts achieved during the 3 phases set out above are continuously reported to clients, in order to keep our actions aligned with their goals and needs. In the next section, we detail the scope of services of each phase.

(1) Define a Prospecting Strategy

- Redefine our clients' value proposition in the target market
- Generate a customized list of target investors
- Develop the communication strategy towards international leads
- Improve communication of our clients' unique selling points (USP) into the business mindset of the target market

(2) Map and Categorize Most Promising Leads

- List most promising international prospects (companies and institutions), pointing out strategic commercial information such as contact information, size, international experience and potential, major interests towards international market, among others.
- Define the priority of each contact on the list
- Tailor selling story for each international prospect

(3) Reach-out and Leads Generation

- Initial contact with international companies and institutions interested in investing abroad
- Information gathering about potential investors' contact information, plans on internationalization, investment projects, goals and conditions for investing abroad
- When necessary, IDA allocates staff from international offices to schedule personal meetings with promising investors

2.2. Deliverables

- Mapping of new business leads onto the target market(s)
- Solid information about potential investors
- Highly qualified and experienced team helping with negotiations with international partners, avoiding business and cultural misunderstandings
- Relationship optimization with selected potential partners
- Achievement of most profitable commercial conditions for our clients abroad

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References with Latin American Clients

Abicalçados (Brazilian Association of Footwear Industry) - Training in Internationalization and Matchmaking Event

IDA supplied training in internationalization and organized a matchmaking event at the fair CHIC Shanghai 2015 for a Brazilian delegation of 6 companies from the footwear sector, boosting their presence in this market.

Anprotec (Brazilian Association of Science Park and Business Incubators) - Training in Internationalization and Matchmaking Event

Belgium 2015 - IDA provided training in internationalization and matchmaking services for a delegation of 5 companies from the innovative technology sector, helping them to enter the Belgian market.

Germany 2016 - IDA successfully arranged training in internationalization and matchmaking services in Germany for a Brazilian delegation of 6 companies from the innovative technology sector, playing a decisive role in finding new clients in this market.

Apex-Brasil (Brazilian Trade and Investment Promotion Agency)

We have been performing international services for projects in cooperation with the governmental association Apex-Brasil since 2015, acting as a service supplier and receiving great feedback. By offering a large variety of market intelligence services, our team has assisted several Brazilian clients with market research and matchmaking, as detailed below:

Brazilian Food and Beverage Delegation – SIAL Shanghai – Training in Internationalization and Matchmaking Event

In 2015, IDA trained a Brazilian delegation of 16 companies from the food and beverage sector for matchmaking missions in Guangzhou and Shanghai during the fair SIAL. After the training in internationalization and negotiation with local buyers, IDA organized a

matchmaking event and scheduled meetings with ideal partners, maximizing their business chances in China.

Invest in Bavaria (Business Promotion Agency of the State of Bavaria) – **Brazilian Leads Generation**

Since January 2016, we have successfully assisted the State of Bavaria (Germany) in selecting and communicating with key Brazilian companies, creating dozens of leads with great interest in investing in Bavaria.

Mauricio de Souza Produções (Brazilian Entertainment and Comics company) - **Market Research and Go-to-Market Approach**

Through our customized and business oriented market research, IDA helped Mauricio de Souza Produções to thoroughly understand their target markets in Europe and Asia, to identify the most promising regions and to develop market entry strategies.

Contact

To clarify potential doubts and eventually receive feedback about IDA's most interesting services to you, we remain at your disposal to schedule a meeting or conference call according to your agenda. Your point of call should be our expert in international trade, Mr. Pablo Nicolitz.

Pablo Nicolitz – Senior Advisor

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