



Connecting markets,
both ways





Where an expansion turns into revenue

Strategy gives an expansion its direction, and a good market study confirms the demand is there. Where it turns into revenue is on the ground, with the distributor who will champion your line, the partner whose incentives line up with yours, and someone in the country who can tell you, early and kindly, when a promising meeting is not going anywhere.

If you are weighing a country manager, it usually pays to let the market show its first revenue before you hire. The first hire in a new market is the hardest one to get right, and flying your VP of Sales in a few times a year tends to move slower than the opportunity does.





Who we are

We're a company of family and friends, built on strong values and deep, hands-on experience in international trade. We've opened markets, created our own supply chains and forged lasting ties, across every continent. Today, we put that experience to work for the businesses, institutions and producers who think bigger.

That is where we come in. We act as an extension of your team for your expansion strategy, until that market is ready to earn a team of its own.

EXPERIENCE

Let's just say we have a few grey hairs, and we wear them well.



What we do

Expansion & Growth

Breaking into a new market takes more than good intentions. It rewards the companies that arrive well introduced, with partners and distributors, joint ventures, trade missions and your first buyers.

Sales & Automated BD

If building a sales force from scratch feels slow, there is a quicker way to begin. Pipeline generation, channel recruitment, strategic accounts and fractional sales leadership.

Sourcing

On the buy side, we find and qualify reliable foreign suppliers, organize procurement and structure your buying corridors, from the first meeting to the first container.

Financing

We assess your export readiness, build a concrete growth plan with you, and help fund it through grants, so your capital stays yours.

Public & Multilateral

Public institutions and development banks work by their own rules, and those rules reward the firms that know them. We have worked inside them ourselves. We open their doors and position you for consultant rosters, tenders and mandates.

Training

Workshops and training for teams and institutions, built around the work your people already do.



Entering a market

We act as your presence in the target market until that market earns its own headcount.

01

Target and qualify

We shortlist the partners, distributors and buyers that fit your model, and we will tell you, candidly, which ones are worth setting aside.

02

Open the door

Warm introductions through a network built over years, never a cold list bought for the occasion.

03

Structure the relationship

Distribution agreements, joint ventures or agent arrangements, shaped around what the market tends to reward.

04

Stay in the market

In-market liaison and representation, trade missions, and tender pursuit where the buyer is public, so momentum carries between your visits.



Sales & Business development

Pipeline generation

Qualified against your economics, so the report reflects real revenue rather than a flattering lead count.

Channel and distributor recruitment

Including the candid conversation about partners who are not yet performing.

Enterprise and tender pursuit

From qualification through submission, focused on the deals large enough to move your year.

Fractional sales leadership

For the moment when the team exists and the person to lead it is still to come.

THE MATHS

A full-time hire usually costs a year of salary before the first deal closes. In a market you are still getting to know, that hire works best as a decision rather than a bet.



Foreign suppliers

Finding a foreign supplier is not the hard part. Verifying one is.

01

Write the specification

Grade, tolerances, any compliance requirement your own customer sets, destination rules, and the landed-cost logic.

02

Find and qualify

Candidates reached through our network rather than a directory, then qualified in their own language, with certifications named by issuing body and validity.

03

Verify before it ships

Supplier verification on site, during-production and pre-shipment inspection, container-loading supervision, and social-compliance audits. Our report states what we could not verify as plainly as what we could.

04

Build and hold the corridor

Terms and Incoterms, logistics, customs and destination compliance, then a second source kept ready, so your alternative exists before you need it.



Grants & Programmes

Grant programs exist for exactly this. Most firms either do not know which ones apply to them, or start an application and abandon it somewhere in the paperwork.

01

Diagnostic

Product, compliance, capacity, pricing and commercial readiness, examined against the target market's actual requirements.

02

The growth plan

Target markets, entry route and sequence, written so a funder can read it.

03

Build the case

The application is written around a plan that can survive an evaluator's scrutiny, not around the form.

04

Manage the file

Questions, revisions, follow-ups and reporting obligations after approval, and several programs stacked where the rules allow.





When the buyer is public

Map the institution

The budget line, the procurement route and the unit that will actually score the bid.

Position early

Registration on rosters and vendor lists, and a presence with the people who write the terms of reference.

Pursue with the right shape

Consortium composition matters to the scoring, so we build the bid around what is actually rewarded.

Represent locally

Where the institution requires in-country presence, we provide it.

POSITIONING

By the time a notice is published, the shortlist has usually taken shape around whoever was positioned beforehand.



Training & Workshops

Workshops and training for teams and institutions, built around the work your people already do.

We train the people who carry the work, your own teams and the partners, distributors and clients alongside them, on their real documents and their real tasks.

Programs run from a short workshop to a multi-week engagement, depending on what your teams need.





The record

20+

YEARS BUILDING REVENUE

30+

COUNTRIES WORKED

50+

DISTRIBUTION NETWORKS

5

LANGUAGES, NATIVELY

\$2M CAD

GRANT FUNDING SECURED

That work has run through manufacturing, aerospace, agtech, engineering and service companies, and through the public institutions and development banks that buy alongside them. Joint ventures structured across Latin America, the Middle East, Africa and Asia, and market entry delivered across ASEAN and surrounding countries.

Mandates include UNDP, the Inter-American Development Bank, the Government of Canada (DFATD), the Government of Quebec, Investissement Québec, the Government of Senegal, Petrobras, Alastri, Pronova Systems and Mad Science.



How we work

Combined experience

Seasoned operators who have built businesses, and bring that experience to yours.

International networks

A network spanning several continents, with access to the decision-makers who matter.

Two-way trade

We bring exceptional products in and open markets abroad, selling and sourcing beyond borders.

Straight talk

We take on what we believe in. If a market isn't the right fit, we will tell you, kindly and plainly.

Integrity, and win-win

Trade, done with integrity, can improve lives. We favour win-win deals, and we structure them that way from the first meeting.

Shared benefit

Fair and sustainable practices, and a share of our revenues returns to the communities in the countries we work with.



It all starts **with a conversation**

Tell us where you want to go, and we'll pave the way.

