



## Sample Country Experience

### *Trade, Investment & Enterprise Development*

MAI presents below examples of its completed and on-going projects in partnership with economic development and private sector clients.

| Country          | Task  |
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| <b>Argentina</b> | MAI assisted an Argentine manufacturer of natural colorants and essences used in homeopathic/nutritional products, dairy products and beverages such as ice cream, milk, yogurt, juices and soft drinks to access the Canadian market. MAI researched, qualified, and secured Canadian distributors for the Argentine client, on both an exclusive and non-exclusive basis, that offered the most sustainable options for market entry. One main selection criteria addressed the distributor's ability to assist with product quality and consistency standards by maintaining in-house chemical testing and mixing centers to assess and ensure the quality of Argentine product. The distributors also maintained channels to manufacturers and food processors, main end-users of colorants and essences.   |
| <b>ASEAN</b>     | MAI was contracted to assist United States-Asia Environmental Partnership to provide market intelligence and to secure one-on-one meeting opportunities for over 76 companies in 2002 and 62 companies in 2003 from 10 Asian countries to procure US environmental technology at the Air & Waste Management Association's Annual Meeting. To allow the participating companies to self-match, a website was designed by MAI that allowed each company to register online and provide a description of goods and services and desired areas of cooperation. MAI also pre-qualified target US companies and arranged appropriate meetings. This resulted in an average of 5 meetings per company and \$17.5 million (US) in business as judged by the participating companies. (This project was funded through USAID and directed by the Louis Berger Group).  |
| <b>Boliva</b>    | Developed import and inventory financing for Bolivian SME manufacturer to sell to USA buyers. (2005)  |
| <b>Canada</b>    | <p>MAI has completed eighteen trade development projects targeting SMEs over the past five years from developing regions/jurisdictions in Canada (Atlantic region and Northern Ontario). These projects spanned anywhere from 3-9 months each and included a market entry and expansion preparation phase with workshops, strategy development, product/service innovation, pricing and other market readiness elements. It also included a market visit (average of 6 meetings) and follow-up phase. The Atlantic Canadian projects comprised of approximately 38 companies per project representing 8 industries. The Atlantic region projects resulted in US\$ 34.5 million in sales, 126 new positions and the companies secured over 487 distributors, agents and joint venture partners as document by an independent market research firm. The Northern Ontario projects averaged 16 SMEs who participated in similarly designed activities. MAI also assisted with cluster development work in Alberta and additional SME development projects in Quebec.</p> <p>-----</p> <p>MAI wrote a consumer products market research report and export strategy for Atlantic Canada. MAI assessed the cluster by identifying and categorizing manufacturers, creating a survey, conducting both primary and secondary research through over 500 key informant interviews, stakeholder focus groups, and industry publications resulting in a database of consumer products firms, an implementation plan and funding for institutions as they catalyze sector export growth.</p> <p>-----</p> <p>MAI conducted a comprehensive strategy to double the size of the tourism industry in Cape Breton, Canada over the next ten years. This involved identifying major infrastructure projects for strategic investment, developing destination positioning strategies and product development priorities as well as a comprehensive marketing strategy. The project calls for collaboration with other sector strategies, notably the Cape Breton IT Strategy. (2002). Examples of work done in export readiness and new market entry would be recent Export Readiness assessments and Export Marketing Plan mentoring as part of the</p> |



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|                          | <p>ACOA mentoring program.<br/>-----</p> <p>For the above projects, MAI reviews and evaluates the SME's export marketing action plan. It assists the firm in entering or expanding the target market by providing market intelligence and guidance in new directions that might be required to enter the market. MAI also follows-up with the firm to ensure once an opportunity is identified that the proper action is taken for greatest chance of success by the firm.<br/>-----</p> <p>MAI offers Export Sales &amp; Marketing handbooks, CDs, workshops and courses both face-to-face and on-line. 1/2 day workshops have been completed with 20 SME participants in Prince Edward Island.<br/>-----</p> <p>MAI, in partnership with Dan White &amp; Associates, completed two key sector strategies for Cape Breton. These were the Cape Breton Tourism Road Map and the Cape Breton Craft Strategy. These studies involved widespread consultations with industry and government and benchmarking.<br/>-----</p> <p>MAI completed 5 investment promotion projects for the provinces of Newfoundland and Prince Edward Island. The projects involved developing an FDI strategy and implementing supporting activities such as awareness raising and 3 market visits to the U.S. with 46 potential investors representing the IT, biotechnology, agro-food, aerospace and manufacturing sectors.<br/>-----</p> <p>MAI Canada, Inc. is on the organizing board of the Global Microcredit Summit to be held in Halifax, Nova Scotia in November 12-15, 2006. MAI is encouraging development of market linkages, financial support, entrepreneurial initiative, business development services and institutional support development as part of the event and longer-term micro-credit strategy in both the developing and developed world.</p> |
| <b>Croatia</b>           | <p>MAI created and presented market entry strategy advice to Croatian SMEs in Croatia and provided business linkages services in partnership with the Croatian SME association, Ministry of Economy, and Chamber of Commerce.</p>  |
| <b>Eastern Caribbean</b> | <p>MAI was contracted to conduct a U.S. market entry strategy for Eastern Caribbean agro food and craft products. This included tariff rate analysis, customs clearance, shipping, warehousing, distribution, representation and a market competitiveness study covering the Southeastern United States.<br/>-----</p> <p>MAI associates implemented a range of technical assistance projects including development of: 1) accreditation for ISO 9000 for the manufacturing sector, including food and beverage, in the Eastern Caribbean 2) staff training at the Organization of Eastern Caribbean States on how to gain ISO 9000 certification. This effort resulted in greater access to regional markets. 3) a framework for regional HACCP auditing capabilities and a regional network of HACCP auditors, funded by USAID to OESC. The program resulted in Eastern Caribbean agro food manufacturers obtaining HACCP certification thus gaining greater access to European, Canadian and US markets. 4) Eastern Caribbean packaging and product development including nutritional requirements, country specific labeling, and product upgrade for European, U.S. and Canadian market entry. 5) a group insurance program to provide liability insurance through a US-based insurance company for agro-processing companies.</p>  |
| <b>Egypt</b>             | <p>MAI developed and implemented a trade development project comprised of 23 top Egyptian firms, all members of the Egyptian-American Chamber of Commerce, under a Georgia Department of Industry, Trade and Tourism contract. Egyptian participants represented several growth industries from engineering to plastics to telecommunications and were matched during a market visit to the state of Georgia with 92 pre-qualified agents, distributors, joint venture partners and licensees.</p>   |



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| <b>Europe - General</b> | MAI has served as the Euro-Partners' and the EU Interprise events United States National Counselor since 1997. Euro-Partners is a business partnering event for over 500 European host companies and 4,000 visiting small- and medium-sized companies representing 10 different industries from 70 countries, both developing and developed, worldwide. The event is held biannually, conducted over a 3-day period and offers pre-arranged, one-on-one meetings and technical seminars for host and visiting companies. MAI traditionally recruits 10 to 15 U.S. and Canadian SMEs to the event and works 6 months in advance with those selected firms to prepare and assist them with their companies' trade strategy. The meetings have resulted in distributors, direct sales, joint venture partners, strategic allies, technology transfers, investors, and sales representation in the European market with a short-term value of US\$7 million in sales for U.S. participants per event. The project has also resulted in MAI assisting developing country members of the Euro-Partners network to access U.S. and European markets and financing mechanisms. Euro-Partners have been held in Greece, Northern Ireland, South Africa, Italy (Sicily and Genoa), Sweden, the Netherlands, Spain, France, Germany, Austria, Denmark, and Portugal. |
| <b>Italy</b>            | Through provincial and European Commission funding, MAI was engaged over a 2 year period to provide export training to over 50 specialty food and beverage producers in Campania and Sicily interested in accessing the U.S. market. This effort required advising on packaging and product development, nutritional requirements, country specific labeling, product development, and product upgrade, channel development for market entry to the US. In addition, MAI researched, qualified and secured introductions to U.S. distributors, wholesalers and retailers attending the gourmet food show in Atlanta interested in carrying these Italian specialty wines, liqueurs, mozzarella di buffalo cheese, confectionery products, and value-added vegetable products such as sun-dried tomatoes. MAI also led a delegation of buyers from New York, Atlanta and Chicago to Agrigento and Ragusa, Sicily to meet with Sicilian suppliers, visit the facilities of each and negotiate orders and sales agreements.  |
| <b>Kyrgyzstan</b>       | MAI recently traveled to Kyrgyzstan on a market intelligence gathering mission and to meet with one of its Associates on the ground. MAI interviewed USAID prime contractors, NGOs and donor agencies as well as local specialists to gain a greater understanding of the trade, investment and enterprise development challenges and well as the institutional environment related to the business environment. As a result, MAI has expanded its network of contacts and consultants in an effort to effectively serve in niche areas related to agribusiness, SME development, trade and investment.   |
| <b>Malaysia</b>         | Implemented an investment development project comprising Singaporean and Malaysian high net-worth individuals seeking US franchise opportunities to establish in Southeast Asia. MAI researched top franchisors in the U.S., pre-qualified them and arranged site visits and individual meetings.   |
| <b>Malta</b>            | Developed and implemented 2 trade promotion and mentoring projects which included a market preparation, market visit (U.S.) and follow-up phase. Each project included an average of 9 SME participants from Malta and 90 from the U.S. and resulted in 5-10 page export and business plans for the Maltese SMEs, 8-10 meetings with potential U.S. buyers, joint venture partners, agents and distributors, SME policy impact for the Government of Malta (Ministry of Economy and SME development). Companies represented a range of industries from software development to environmental technology to textiles and apparel. Market visits to Chicago, Washington, D.C., Atlanta, New York, and Boston (2000, 2001). Developed consortium frameworks for Maltese SMEs designed to mitigate and/or share risk involved with cost-effectively securing needed inputs and establishing new or expanding existing markets in Europe and the U.S.  |
| <b>Morocco</b>          | MAI organized on behalf of The United States Trade and Development Agency (USTDA) and the Government of Morocco a business conference in Atlanta promoting the trade benefits between the two countries under the Free Trade Agreement (FTA). (2005) MAI also organized the official Bridges to   |



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|                       | Progress I trade mission of Moroccan business persons to the United States, led by the U.S. Ambassador to Morocco and sponsored by the United States Department of Commerce. Trade Mission resulted in US\$20m in sales.  |
| <b>Senegal</b>        | As a subcontractor to a prime consulting firm in Virginia, MAI was contracted to research, survey, analyze and write demand assessments to determine the prospects for European Foreign Direct Investment (FDI) in Senegal in pharmaceutical, oil and petrochemical, automotive, information and communication technologies, and agro-food sectors. In addition to the demand assessments, MAI was retained to create an overall investment promotion strategy as well as individual strategies for each sector. This was a major piece of work requiring a large number of specialists to quickly focus, research, analyze, develop a survey instrument, conduct key interviews in multiple languages with a sample of potential European investors per sector, and write the final report within a tight deadline.      |
| <b>Slovakia</b>       | Prior to joining MAI, a principal consultant developed and managed the Business Advisory Center's Training Expansion Project in the Slovak Republic from 1993 to 1996. The project included securing funding from international donors, building a core curriculum on how to operate a business including topics on accounting, marketing, rules of law and how to write a business plan. Results included assisting over 100 unemployed workers/entrepreneurs to start their own business and the course served as a mandatory for entrepreneurs attempting to secure loans. The Business Training Center continues to operate, serving entrepreneurs to date. Another element included establishing a strategic plan for a micro-loan program that was initiated in 1997 and continues to serve small businesses today. |
| <b>United Kingdom</b> | MAI was retained to identify target sectors in the North of England and research, short-list and secure 5 potential investors from the U.S. This effort resulted in contacts within biotechnology and franchising.  |
| <b>Vietnam</b>        | MAI researched and compiled a briefing book comprised of sugar mill and refinery project opportunities in Vietnam, key contacts and market overview with the cooperation of the Vietnamese state-owned sugar company, VINASUGAR II, USTDA and provincial agricultural officials. This project was funded by the U.S. Trade & Development Agency.  |

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