



OMDCnet®

A Global Trade and International Business Information Portal

Overseas Market Development Corporation

Establish Global Sales and Distribution for Manufacturers

Conducted in target country

Cost – Starts at \$15,000 plus travel expenses
OMDCnet® Members and VIP Subscriber Discounts Apply

Overseas Market Development Corporation's (OMDC) global business development service for manufacturers is a complete outsourced program designed to establish distribution for your products in foreign markets. OMDC acts to locate, target, and interest in your products the best potential importers and/or distributors within a given territory.

The service usually is preceded by our market assessment report to identify and address the issues critical to planning and executing the best market penetration approach. That study

may have concluded that your product does not provide sufficient margins for a traditional distribution approach through master importer/distributor. In that case, there would be no need for this service.

If you already know that your product is competitive and has sufficient sales potential to justify the investment in developing global markets then this service is for you. It is designed to find the best potential importers through a proven systematic approach to international business development.

Features of our global sales and distribution development service:

- Locate, target, and interest prospective importers in your product
- Assist client with importer contract negotiations in target market
- Act as a liaison between client and importer during the initial importation period
- Advise client on the best marketing strategy in target market
- Advise client on the customer service expectations in target market
- Advise client on the legal issues of product packaging for target market
- Advise client on the cultural environment in target market
- Advise client on the political risk in target market
- Advise client on the economic situation in target market
- Advise client on the financing options in target market
- Advise client on the localization of technical manuals
- Advise client on the localization of marketing materials
- Recommend to client the best logistics providers in the target market
- Recommend to client the best lawyers in the target market
- Recommend to client the best liability insurers in the target market
- Recommend to client the best banks for foreign trade in the target market
- Many other value-added recommendations and advice

For more information on *Establish Global Sales & Distribution for Manufacturers*, or to discuss a specific project, contact Mr. Alan D. White, Director of Global Operations, at +1.609.252.0001

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