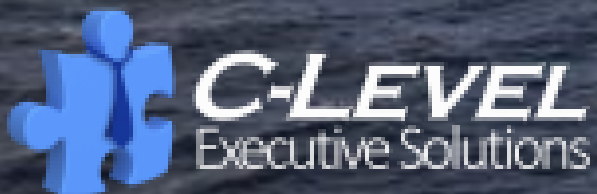


Assist firms to explore...

EXPORTABILITY

Grow trade by helping companies take the first steps into the UK and European export markets.



European Free Trade Area (EFTA) and European Union (EU)



In the last decade, two free trade agreements have been signed by Canada with two regions in Europe. One agreement was signed with EFTA in 2008. The second agreement was with the EU in 2016 (also known as the Comprehensive Economic and Trade Agreement [CETA]). These agreements have, in effect, made it much easier for Canadian entrepreneurs and companies to do business with the two European regions and vice versa. By boosting trade between them, it is envisaged that this will create jobs and growth both in Canada and the two European regions. Since late 2018, C-Level Executive Solutions, a business advisory and consulting firm, has committed resources to leverage these two agreements.

With executive experience in both the Canadian and European markets, C-Level provides relevant leadership and know-how to Atlantic Province firms wishing to export their products and services to Europe.

C-Level Export Catalyst Services:

♦ Export/Import Matching

Very early in the process, and often before involving Canadian firms, it is wise to define where the potential demand lies, by talking with European companies. The conversation here starts when synergies and interests are found that match service and product manufacturers with trade partners, those that show interest in purchasing the offered services and goods. Then it is timely to start the conversations with local providers to provoke interest in exporting their goods or services. This is a unique matching approach to identify more EU export potential with local firms.



♦ Export Readiness Assessment

Landing the big deal is very tempting, but if the firm is not ready, it will be unable to meet the challenges that arise after signing the contract. C-Level Executive Solutions will pre-qualify those companies able to move to the next level of engagement.



This will be accomplished by using a readiness assessment that brings C-Level's unique executive know-how and experience into the equation.

This exercise will identify the gaps and structure the appropriate actions plans to systematically scale the operation while supporting systems and processes, that protect the existing base of customers. The outcome is an export assessment based on an internal export model.

♦ Export Market Strategy

In order to generate a viable marketing strategy for a company, C-Level Executive Solutions will apply a range of project activities (to include a strategic roadmap, an operational review, project management, solutions definition, business analysis and post-implementation consulting). This process will lead to a feasible export marketing strategy for companies wishing to pursue this attractive opportunity to expand.



The C-Level team consists of experienced senior executives who have a reliable record of delivering results through solid planning, operational leadership and inspired performance management.



www.c-levelexecs.com