



WE MAKE
YOUR BUSINESS
EXPAND IN
OTHER
COUNTRIES.



Business
Excellence
awards

COLUMDAE ApS

Best Business Export Support Services Provider - Scandinavia

2022

AI acquisition
international

Work Local, Trade Global
**EXPORT SERVICES
& SOLUTIONS**

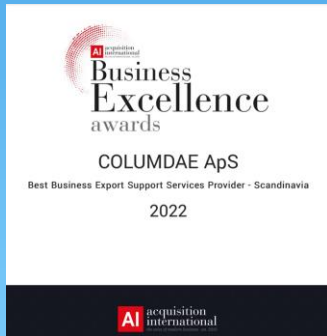


Columdae

LOOKING FOR THE BEST WAY TO EXPORT AND EXPAND ABROAD?

WHY **COLUMDAE** is indispensable when you want to expand into new markets abroad

JUST THE FIRST REASONS:



- **We are Locals**
- **We are Experts**
- **We are Result Oriented**
- **We capitalize Your Time and Money**
- **We optimize your opportunities**



Columdae

WHO WE ARE

COLUMDAE Export Specialists develop your new **export rapid growth**: implementing your **sales** opportunities abroad with unique business contacts and commercial information. We **build** your **advanced export channels** to maximize your **sales expansion and success**.

As a true alternative to in-house resources, we offer a unique high level practical and advance sales experience on your new target market, with **exclusive local know-how, contacts & network** in the business community, and of course confidentiality.



AND PROUD OF :



COLUMDAE ApS

Best Business Export Support Services Provider - Scandinavia

2022



OUR MAIN EXPERTIES

Partner Search

Finding new Distributors and Partners

Client / Buyer Search

Finding new Clients, Rapid Export Growth

Account Export Services

Managing & Developing your Export abroad

Market Information

Competitor and market analysis

Trade Delegation

Business mission in Strategic Market

Tax & Legal

Tax, legal standpoint and support
Procurement Tenders



OUR MARKETS



Sweden
Denmark
Finland
Norway
Baltics
UK

Germany
Austria
Switzerland
Netherlands
Belgium

France
Italy
Spain
Turkey

South Korea

USA
Canada
Mexico



How we implement projects?

- 1) **Free Preliminary Check** 3-5 working days
Local Export Specialist
- 2) Feedback from our Local Export Specialist
Project Potentiality to proceed or not
- 3) Proposal: - 50 % + 50% **Success Fee**
- 4) Start – **90 working days**
Conference Call with local Export Specialist
- 5) **Mid Report** – 45 working days
- 6) **FINAL REPORT + Short List**
Conference call Country Account

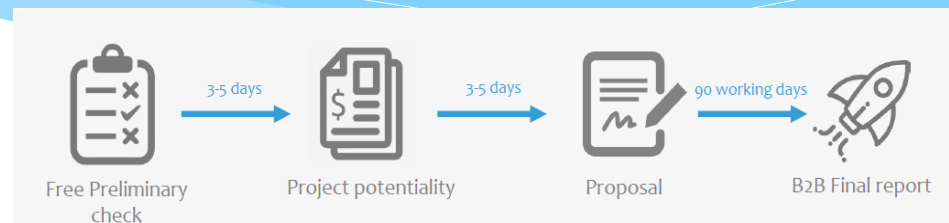
Project Profile

Project Summary:* <small>*To be filled in by Columdae</small>		Client:		Project No: *	
COMPANY PROFILE:					
Established year:		Employees:			
Turnover:		Webpage:			
<i>Please fill in, the below information</i>					
1. Product					
2. Markets to develop (countries):					
3. Type of Research <input type="checkbox"/> Distributors <input type="checkbox"/> Clients <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market analysis					
4. Target					
OWN PRODUCT DESCRIPTION:			1. Competitive strength:		
			2. Key Distributors/ Clients References:		
			3. Key products / solutions characteristics:		
			4. Price range:		
TARGET MISSION DESCRIPTION:			1. Target size potential Clients/Distributors:		
			2. Market/customer segment:		
			3. Main competitors in the area:		
			4. Present key example of clients/distributors/buyers in EU:		
ADDITIONAL INFORMATION:			Please fill in additional information that might support our customer search:		
HOW DID YOU GET IN CONTACT WITH COLUMDAE?			<input type="checkbox"/> fair <input type="checkbox"/> web research <input type="checkbox"/> from us <input type="checkbox"/> LinkedIn <input type="checkbox"/> others		

Thank you!

When you fill in the Project Profile please note the following:

- This profile is meant mainly to provide basic information and estimates as basis for our research
- The profile intends to provide a picture of the project.
- All the questions in Project Profile should be answered.
- Data in Part 4-5 should be answered in the most accurate and detailed form. All information will be kept strictly confidential



TIME EXPORT FRAME:

Start

W. DAY I
01.01.2020
January

Kick off meeting
Mapping and
Research
Contacts

Mid Report

W. DAY 45
05.03.2020
March

Long List +
Short list
Brain storming
Talk

Final Report

W. DAY 90
10.05.2020
May

Goal & Results
Long + Short
List

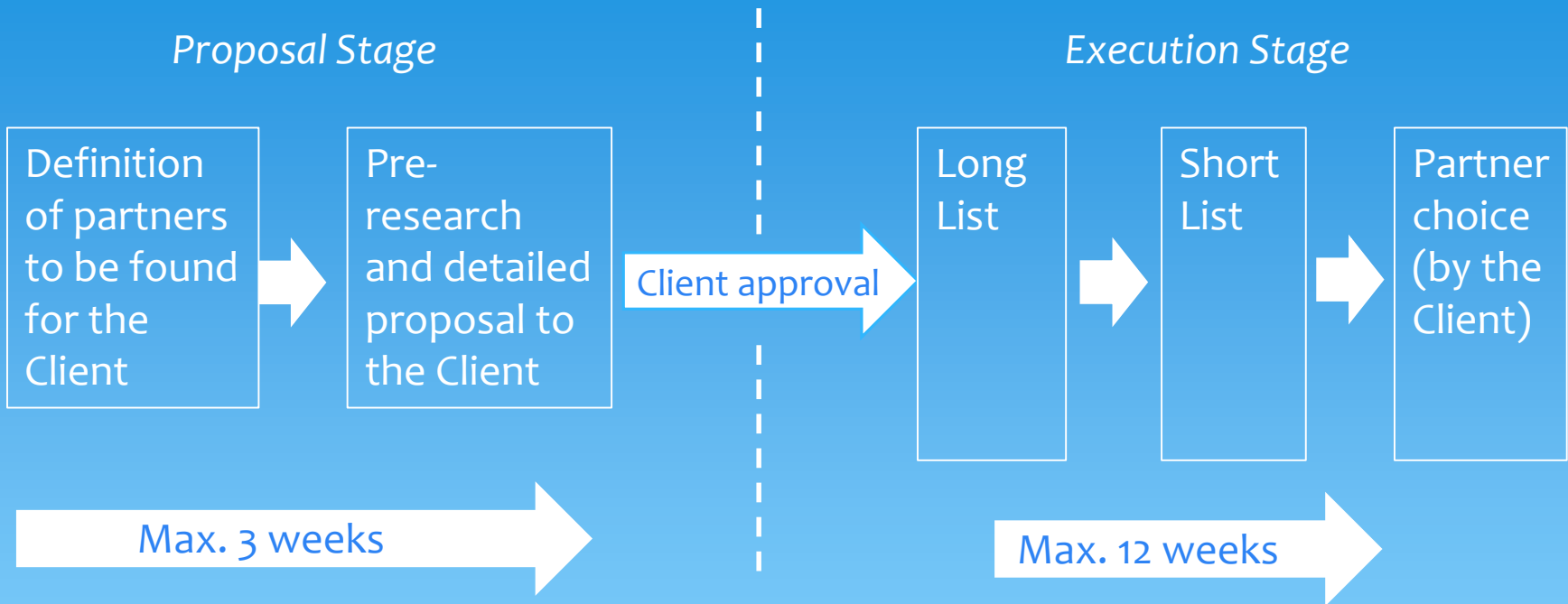
VC potential
Partners

VC potential
Partners



Columdae

THE EXPORT PROCESS



THE LONG LIST

- Includes all companies that Columdae contacted for the Client
- Gives basic information of the companies and indicates whether they are interested in cooperation with the Client or not
- Specimen below (zoom to view)

Company	Country	Address	Phone	Email	Contact	Web page	Sector	Comments
Berry Tec S.A.	FRA	Rue de la Republique 12, FR 23456 Fontainebleau	+33 10 768 7060 21	jberry@berry-tec.fr	Mr. Jacques Berry, CEO	www.berry-tec.fr	Electrical installation products and lighting	Interested, see Short List
Occitec S.A.	FRA	Place Charles de Gaulle 2, FR 12345 Villeneuve	+33 50 387 5980 12	afoucault@occitec.fr	Dr. Andre Foucault, CEO	www.occitec.fr	Electrical installation products and lighting	They are already representing the products of a competing supplier and are thus not interested in cooperation..

THE SHORT LIST

- Detailed information of companies interested in cooperation
- Contents can be customized
- Specimen on the right (zoom to view)

Berry Tec S. A.

BT

www.berry-tec.fr

Company Profile

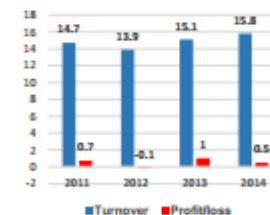
Berry Tec was established in 1986 by the company's current owner and CEO Mr. Jacques Berry. In the beginning, the company imported industrial lighting. Later the company expanded to lighting for the consumer sector, as well as electrical installation products.

At the moment, Berry Tec's business is arranged in three divisions according to the above mentioned main product groups. While division managers take care of the daily functioning of their respective businesses, Mr. Berry still decides on new suppliers. In the past, the company used to work with cheap Far Eastern suppliers but recently they have been focusing more on quality. Current suppliers include:

- Raussinger GmbH (Germany)
- Han Kook Lighting Controls Co. Ltd. (South Korea)

The company has its head office in Fontainebleau. In total, the company has 31 employees, of which 20 are working in field sales.

Financial Data (EUR mill.)



Contact Card

Mr. Jacques BERRY
CEO

Tel. +33 10 768 7060 21

Mob. +33 532 755 32 64

Fax +33 10 478 51 99

jberry@berry-tec.fr

Visiting address:

Rue de la Republique 12
FR-23456 Fontainebleau
FRANCE

Comments and Requests

Mr. Berry said that the products of the foreign company would suit his company's selection well. The buyers of these products are already Berry Tec's customers, and currently Berry Tec has no directly competing items in the company's selection. Mr. Berry said that the main obstacle the new product might face is that end users need to be convinced of its benefits. While there are no exactly similar products in the French market, to Mr. Berry's knowledge, there are alternative and already well established ways to handle the same issue that the new product addresses.

Mr. Berry asked the foreign company to send a detailed business proposal. Then he can discuss the matter with his sales staff in order to see if cooperation would be feasible.

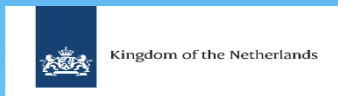
SOME OF OUR LAST REFERENCES



Columdae

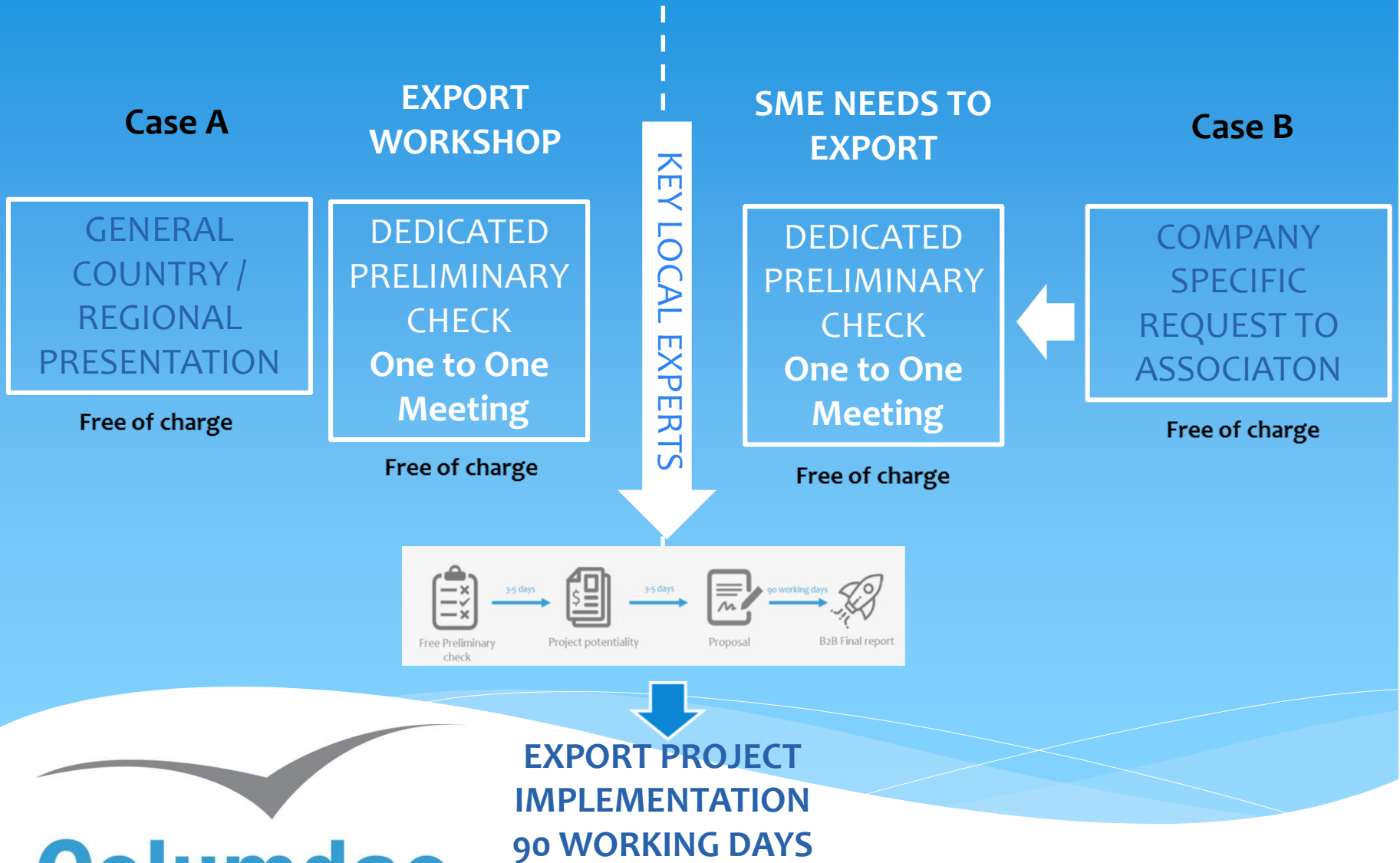
Update References at:
www.columdae.com + 

OUR MEMBERSHIP, AFFILIATIONS & COOPERATION



WHAT WE OFFER TO OUR KEY STAKEHOLDERS

Associations, Chambers of Commerce, Banks etc.



Responsible of Global Research

Kari Mäkeläinen



COLUMDAE ApS Helsinki - Amsterdam
Head of Global Export Research Unit

KOTRA, Seoul-Helsinki
Consultant and Senior Consultant at KOTRA

FINPRO, Helsinki-Seoul
Market Researcher

UMIST (Manchester Business School)
Master of Science in International Business -

St Andrews University, Master of Arts in
International Relations

Head of Nordic Business Unit

Marialois Lillith Dresselr



COLUMDAE ApS

Head of Northern European Unit

Danish Trade Council

Senior Consultant

Catalonia Trade & Invest

Senior Consultant

ESIC Business & Marketing

Aarhus University - International Business

Head of the Benelux Business Unit

Jean Luc Devisscher



COLUMDAE ApS

Head of Business Unit Benelux, Brussels Belgium

ADB SAFEGATE Ltd

Director Marketing and M&A

NOKIA

Head of European Communications

Graduate Karel de Grote Hogeschool

Head of the Central European Unit

Terhi Lignell



COLUMDAE ApS

Head of Business Unit Germany - Munich

Gigaset Communications GmbH, Munich

Project Manager Carve Out

Siemens Communication Division, Munich

Manager Business Strategy, Project Manager Sales Development, Sales Performance Controller, Market Researcher

University of Vaasa, Finland

M.Sc. (Econ.) in International Marketing

Head of South European Business Unit and Mexico Region

Miquel Ros



COLUMDAE ApS

Head of Business Unit South Europe - Barcelona

ICEX - Netherlands Trade Office

Empordex, Immfly, Eastern Europe Biz Dev Manager

Allplane.tv, Sales Director

London School of Economics, Msc Pompeu
Fabra

University (Barcelona), BA Economics &
Management



Columdae

Follow us on

LinkedIn

Head of Korean & East Asian Unit

Hyeo Jin MOON



COLUMDAE ApS

Export Director EAST ASIA - Seoul

KOTRA, Seoul-Paris

Marketing Project Manager at KOTRA

LG Electronics, Seoul

Export Manager

INAsup

D2A Master Droit, économie et Marketing ·
(2018 - 2019)

서울대학교 / Seoul National University- MBA

Head Nord America Unit – USA & CANADA

Laurent Kahl



COLUMDAE ApS USA

Director – North America
Atlanta , Georgia

South Carolina Ports Authority
Regional Cargo Manager – Northeast US

Kaiser Aluminum
Export & Sales Manager

Member of Georgia District Export Council

Georgia University- MBA



Follow us on



WHY COLUMDAE?

- In-depth knowledge of the target markets and relevant companies within due to our LOCAL touch and unique network
- Long experience in Export Rapid Growth enter in New Markets
- Possibility to draw on the expertise of Columdae's international network, with several decades of combined Advance Sales experience

-> Thus we save your Results, Time and Money



Follow us on



We know markets – because we are Local!



YOUR CHALLENGES

- Large distance to your new market
- No local contacts or network
- Different culture and business etiquette

COLUMDAE

- ✓ We know your new market because we were born there: key business culture and language
- ✓ Strong network thanks to our Local Staff: Senior Business Advisor from own Governmental Trade Agency
- ✓ We know what to do and what NOT to do: be local, success global



Follow us on



Expand your products Today - NOT tomorrow!



YOUR CHALLENGES

- Spending too much time getting to know your new market
- Wasting time with the wrong contacts
- Losing operative energy

COLUMDAE

- ✓ We have a strong expertise in your new markets
- ✓ We implement the key contacts
- ✓ Focus on your core business, adding value to your products



Follow us on



We save your Result, Time and Money!



YOUR CHALLENGES

- Sales department without local contacts or expertise
- Timing? Costs? -
- Permanent HR costs
- Market research can be time consuming and expensive

COLUMDAE

- ✓ A wide network with key contacts levels
- ✓ Flexible structure, optimize cost: Outsourcing + target oriented
- ✓ We turn your investment into results



Follow us on



WE MAKE YOUR BUSINESS EXPAND

+88,5% success stories (2022)
+34% new clients (2022)

www.columdae.com

Work Local, Trade Global!

export@columdae.com



Follow us on

