



CIC Aidexport

**Knowhow, experience and
a network of experts to
help you expand into
international markets.**



Custom services to help your company reach international goals

Hands-on solutions to assist with your international business operations, improve sales, conquer new markets and accelerate international growth.

A leading French Company in International Business Development

A wide network of experts to assist you at each stage of your export and import journey.

38 Offices and Branches across the World

Local teams who understand local economies covering over 50 strategic markets.



Extensive Experience

References in a large variety of business sectors and thousands of satisfied customers (SME's and large corporation).

Pragmatic Approach

Maximum effectiveness helping you to save time and costs.

Custom Services

Tailor-made and flexible services adapted to your specific needs.

English-speaking multicultural Teams across the world

Our staff offer guidance **about best practices in the target countries.** They identify the customers, agents, importers or distributors most relevant **to your project.**



5
Branches that are part of our group

38
Representative offices



International Development Projects

From prospecting the market to setting up operations in the country, we will support you at every step of the way.

Market Studies

Multi-country targeting:

- ✓ Comparing commercial opportunities and market specificities to identify relevant markets

Commercial assessment of markets:

- ✓ Product-Positioning Test
- ✓ Competitor analysis
- ✓ Analysing distribution channels

Partner Selection

- ✓ Choosing & contacting business / industrial partners & investors
- ✓ Facilitating business negotiations with our local teams



Sourcing-optimisation & subcontractor qualification

- ✓ Identifying key players
- ✓ Approaching decision-makers
- ✓ Providing advice and support during meetings

Assistance in setting up operations

- ✓ Helping set up a local entity
- ✓ Identifying Business location
- ✓ Providing support to understand local regulations
- ✓ Recruiting employees



Success stories

Assisting a candle manufacturer with an external growth strategy in Brazil

In an attempt to expand into South America, one of our clients, manufacturer of high-end decorative and liturgical candles, asked us to evaluate and explore the candle market in Brazil.

This market study outlined the high potential of this local market and encouraged the company to target and acquire a local candle manufacturer.

Our clients called upon the services of the Rep Office in Sao Paulo, to search for potential external growth targets. The actions carried out allowed us to identify and select about ten companies interested in meeting our client, who visited these potential targets during a 5-day mission with the Rep Office.

Looking for business partners in Mexico for an international group in the home automation sector

Our client has developed an innovative home automation solutions enabling intelligent, connected buildings to communicate with their tenants.

The Rep Office assistance consisted in understanding the Mexican market and its structure, searching for business partners, providing linguistic assistance for follow-up conferences and reports to the Canadian parent company.

The Rep Office assisted the client's technical team in Spanish for the negotiation process with the 9 companies selected, approached and who showed interest in establishing a partnership with our client.

Setting up a branch in Spain for a company providing hygiene management digital solutions designed for catering facilities

Our Rep Office in Madrid carried out a commercial exploration of the market and approached potential end customers (major hotel chains) to understand how they were structured and equipped in terms of digital solutions.

The idea was to confirm that there are many opportunities in terms of digital solutions for the local hospitality sector. The study confirmed the client's urge to develop its business in this booming industry in Spain. Our team in Madrid therefore assisted the client in the creation of a local subsidiary and put him in touch with CIC's local banking partner Targo Bank to set up a bank account.



For more information about Aidexport:

cic.fr/en

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