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European scale critical for survival

- Design and distribute b2b goods for home and family
- 150 Employees Purchase Sales Markt Systems Operations
- 48 million € sales
- Design in Europe, manufacture in Asia, Operations Spain
- 15% manufacture inside EU
- 6400 active customers in spain, 1700 Europe, 30 Non EU
- Sales office in France, Italy, Portugal and Spain
- 53 years experience, second generation
- Product, collections, logistics and financial services

Exhibitions key to our sales and procurement

- Once hired commercial director, Fairs critical next step
- Frankfurt, Milan, Paris, Nuremberg, Hongkong, Guanzhou
- Sale Exhibitions at Porto, Milan, Paris, Madrid
- 40% annual new customers found at Exhibitions
- Hire local agents we met at fairs
- I did not know or found not practical support schemes
- Industry fairs bring segmented and focused customers
- International fairs represent up to 10% sales cost of introducing in one market. Investment and logistics are demanding.

I will start using EU support programs for new countries

- EU directives harmonizes and eases internal trade
- EU trans-border transportation cost main stop
- Non EU trade: Fiscal border documentation main hurdle
- Regional bodies distribute EU money, I did not use them
- Regional bodies organized by industry segments
- I check they pay up to 10% Exhibitions Costs
- Commercial Missions success depends on local Agent
- Non EU customer today arranges its own import
- Thanks to you I met a world out there of programs!