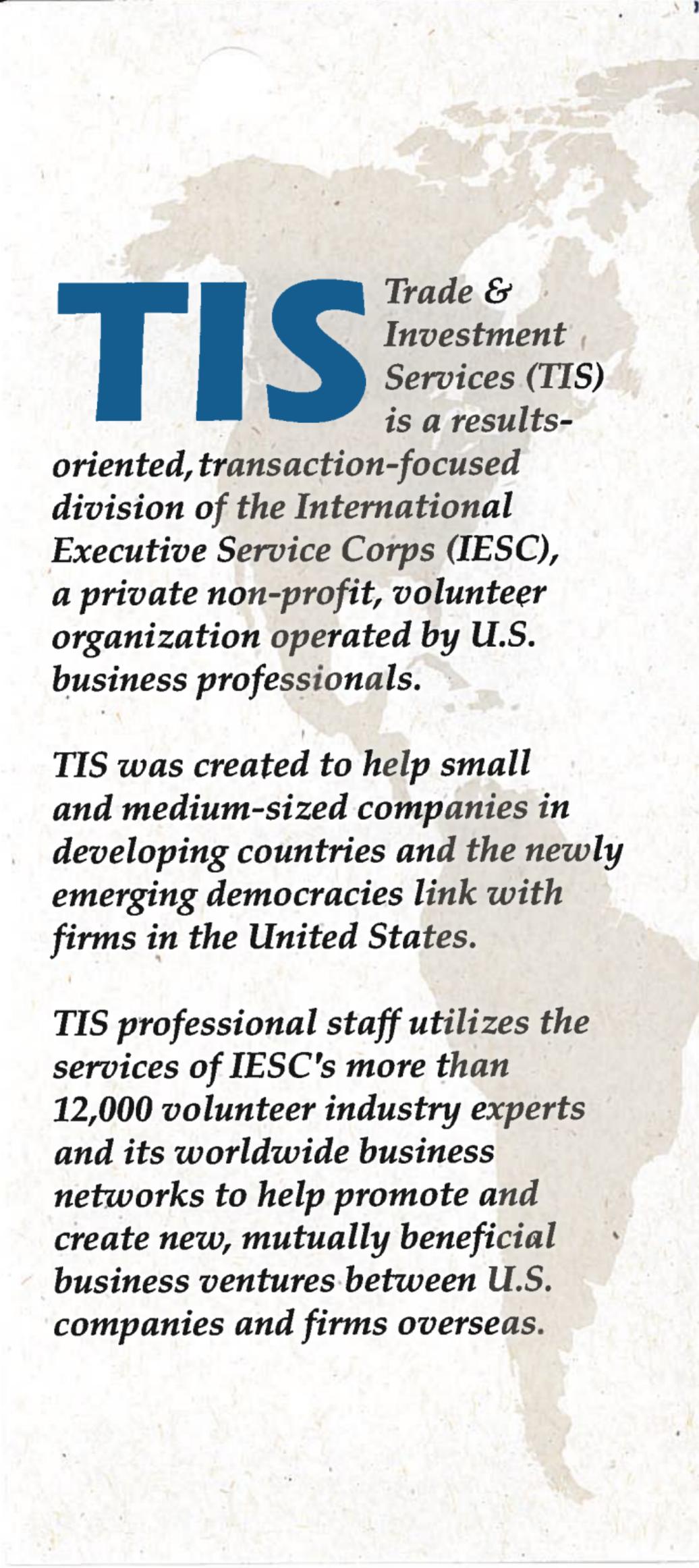




Trade & Investment Services

 *Trade & Investment Services* 
is a cooperative program of
the International Executive Service Corps &
the U. S. Agency for International Development



TIS Trade & Investment Services (TIS)

is a results-oriented, transaction-focused division of the International Executive Service Corps (IESC), a private non-profit, volunteer organization operated by U.S. business professionals.

TIS was created to help small and medium-sized companies in developing countries and the newly emerging democracies link with firms in the United States.

TIS professional staff utilizes the services of IESC's more than 12,000 volunteer industry experts and its worldwide business networks to help promote and create new, mutually beneficial business ventures between U.S. companies and firms overseas.



CLIENT NEEDS

Most small and medium-sized firms around the world find it difficult or confusing to compete internationally.

- **Industry-Specific Assistance**
Companies often need industry-specific help to increase productivity. At the same time, they need assistance to improve their management practices, and marketing and financial operations.
- **Access to Information**
Companies need up-to-date, affordable, industry-specific information on foreign markets, equipment or technology suppliers. Most commercial information suppliers are too expensive for small and medium-sized firms.
- **Matchmaking**
Companies require long-term follow-up overseas to help find markets, partners and distributors.
- **Long-term Promotion & Follow-Up**
Companies need help to work through the various stages of creating a joint venture, investment, export or other co-ventures, such as a technology licensing or co-marketing agreement. The long-term, industry-specific assistance that is often necessary is usually too expensive and difficult for small and medium-sized firms to acquire.



TIS SERVICES

The industry-specific experience and contacts of IESC volunteers, plus the on-going support from professional staff, offer client firms unequalled, and cost-effective help in all phases of new venture development.

- **Identifying Markets**
TIS identifies new markets, including specialized or niche opportunities, for U.S. and overseas firms.
- **Locating Partners**
TIS helps U.S and overseas firms identify the best business partners for joint ventures, co-ventures or investments.
- **Planning & Marketing**
TIS helps firms prepare and execute long-range business plans and marketing strategies.
- **Sourcing U.S. Equipment**
TIS helps overseas firms identify and acquire new or used U.S. equipment.
- **Providing Business Information**
TIS provides up-to-date information on business climates, export/import regulations, financial and policy incentives and venture financing.
- **Deal Making**
TIS provides all kinds of "hand-holding" and follow-up assistance to help close deals and get new businesses going — from sample distribution to strategic planning, training staff and installing new equipment.



EXAMPLE TIS TRANSACTIONS

Joint Venture

- A joint venture between a U.S. petrochemical firm and an Egyptian manufacturer resulted in creation of a new firm that will supply regional Middle East markets with essential industry resources.

Importing & Exporting

- \$9.5 million in sales of Moroccan olives and olive oil to U.S. importers resulted from more than 9 months of ongoing TIS assistance.

Co-production & Co-marketing

- Production draw-back operations for eight U.S. footwear firms helped the U.S. companies compete with foreign producers in the manufacture of hand-sewn men's slip on shoes.
- A Polish entrepreneur and a U.S. firm have signed a co-marketing agreement to open a chain of pizza kiosks in Poland.

U.S. Equipment Sourcing & Sales

- \$450K+ sales of new and used U.S. equipment to Indonesian shrimp processors resulted from IESC experts' recommendations on up-grading shrimp processing technology.

U.S. Technology Licensing

- A U.S. mattress manufacturer licensed its trade name and technology to a Guatemalan firm in exchange for royalties on sales. The U.S. firm also sold equipment to the overseas partner.

Franchising

- A U.S. fast food franchisor has signed an agreement with a Central American entrepreneur to open its first store outside the United States.



WORLDWIDE RESOURCES

- **Business Networks**

In addition to capitalizing on IESC volunteers' unequalled access to U.S. decision-makers, TIS works with American and overseas industry and trade associations, state and local trade and investment organizations and private consultants to develop and promote new business opportunities.

- **U.S. & Overseas Offices**

TIS staff at IESC headquarters in the U.S. and in IESC field offices worldwide deliver a wide range of business development resources and services to client firms.

- **Industry Experts**

More than 12,000 volunteer industry experts provide clients with business analyses, strategic planning, technical support and direct links to U.S. companies.

- **Information**

Professional researchers produce low-cost, custom-tailored research studies for client companies — market information, equipment sources and prices, technology suppliers, joint venture partners and potential investors.

For More Information, please contact:

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