



The boutique consulting firm with global reach



B2 INTERNATIONAL  
CONSULTING



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“

COOPERATION IS THE THOROUGH  
CONVICTION THAT NOBODY CAN GET  
THERE UNLESS EVERYBODY GETS THERE.

VIRGINIA BURDEN, AUTHOR

”

# KEY FIGURES

**4bi €**

Resources managed from  
internationally renowned  
entities

**+2000**

Professionals led by B2IC  
managers

Partners and senior consultants in  
**+30 countries**

**320**

International  
missions

**+20 years**

Average experience amongst  
our team

**+200**

Financial  
transactions

**25bi €**

Financial transactions

**+100**

Organizations represented

**+40**

Partnerships, JV's and  
commercial alliances

\* References accumulated by B2IC members, partners and senior consultants



# THE BOUTIQUE CONSULTING FIRM WITH GLOBAL REACH

With over 10 years in international consulting experience on high-impact projects, we contribute to the growth and prosperity of public and private entities in innovative and powerful ways.

With the support of our select network of experts located all around the world, B2IC offers strategic consulting services and commercial representation.

We offer our clients a personalized approach because each one of them is our partner in business. This approach guarantees the successful implementation of their projects.

# OUR VALUES SHOW US THE WAY

B2 International Consulting aims to help our clients achieve corporate and economic objectives through tailor-made, creative solutions to suit their diverse needs.

With every project that we take on, our company values are present and based on:





## **INTEGRITY AND CUSTOMER ORIENTATION**

We rely on honesty, ethics and dedication to our craft; our work reflects that. We offer a reliable, top-tiered, authentic service. Our clients come first, and their satisfaction is of the utmost importance. We guarantee quality through a custom-made, flexible approach that meets our clients' needs and adheres to their company principles.



## **EXCELLENCE AND INNOVATION**

Meeting high-quality standards is a central principle that we implement across our organization. We come up with solutions that aim to better processes, improve production responsibly and boost the quality of our clients' products and services. We are continuously trying to optimize the resources available to us.





## **SUSTAINABLE DEVELOPMENT**

We help guide clients towards a positive, fair, and sustainable business module. B2IC is guided by the blueprint and societal objectives put forth by the United Nations Sustainable Development Goals (SDGs).



## **HUMAN CAPITAL**

Our people are our most valuable asset. The unique career trajectories, unquestionable international reputation and influence over decision makers amongst our team are the key to our success.





# OUR STORY

**2010**

B2IC was founded in Sao Paulo, Brazil.

**2016**

B2IC Spain was established in Barcelona. Marcio Barbosa was brought on board as Chairman.

**2011**

Operations began in the MENA region, primarily in Qatar. Projects involved strategic consulting to French, American and Brazilian entities.

**2020**

10th anniversary of B2IC. Our global network of partners and consultants can be found in over 30 countries.

# LEADERSHIP

THE HEART OF B2 INTERNATIONAL CONSULTING



**MARCIO BARBOSA**

**Chairman**



**ALEXANDRE BARBOSA**

**Founder & CEO**

# LEADERSHIP

## THE HEART OF B2 INTERNATIONAL CONSULTING



### **MARCIO BARBOSA**

#### **Chairman**

Marcio is also member of the Board of Directors of the International Sustainable Energy Development Center and of the Advisory Board of the International Space University.

His professional career has led him to lead prestigious institutions internationally. In Qatar, he held the position of CEO of the Education Above All Foundation (EAA), a global initiative founded by Her Highness Sheikha Moza bint Nasser; as well as the General Manager of Katara - Cultural Village Foundation, an organization dedicated to building and promoting the cultural movement in the country.

He served as Deputy Director-General of UNESCO for 9 years. There, he coordinated a comprehensive reform program, overseeing the work of the Assistant Directors General in the education, culture, science, communication and information sectors.

Furthermore, he directed the Brazilian Institute for Space Research (INPE) for 11 years, the main space organization in Brazil, supervising the development and launch into space of the first three satellites produced in Brazil.

### **ALEXANDRE BARBOSA**

#### **Founder & CEO**

Alexandre is also currently a member of the Board of Directors of the Brazil-Catalonia Chamber of Commerce, based in Barcelona - Spain.

He has a degree in Mechanical Engineering from the Catholic University of Rio de Janeiro and a Master's degree in Business Administration specialized in International Trade from the Ecole Supérieure de Gestion in Paris. He also has a degree in General Management from IESE Business School in Barcelona, with comprehensive training in leadership and business management.

His professional experience led him to lead the International Development of Z Groupe, a French communications group specializing in the creation of web televisions. He also worked with L'Oréal Group where he was part of the Marketing team for the Latin American Zone for the L'Oréal Paris and Maybelline NY makeup brands. In France, he worked with the Development of Cultural Industries at UNESCO, coordinating projects in the ACP countries (Fiji Islands, Trinidad and Tobago, Mozambique, Senegal and Zambia).



# ADVISORY BOARD

OUR PRESTIGIOUS NETWORK OF INTERNATIONAL COLLABORATORS



**JAVIER MIRALLAS SARABIA**

Current Chairman of the Brazil-Catalonia Chamber of Commerce, ICS Intelligence and ICS Solutions and the Foundation “Salud y Persona”.

He is also member of the Advisory Board of several renowned companies such as Securitas, Transcoma and British Telecom.



**ELIAS HADDAD**

Over 25 years of international advisory experience across energy, transport, technology, real estate and industrial sectors on strategic planning, market entry and capital formation. Director, Enverra. Former Managing Director, US-Qatar Business Council.



**LUIZ FERNANDO MENDES**

Chairman and CEO of CELF Consultoria Empresarial. He is a member of the board of the France-Brazil Chamber of Commerce, Space Imaging Brazil (SIB), and the Brazilian Instruction Society, maintained by the Cândido Mendes University, where he is also Director of International Affairs.



# SERVICES

Strategic consulting  
adapted to your needs





# BUSINESS DEVELOPMENT

We are your partners in **promoting your business internationally**, providing our best resources and know how during all stages of a project.

We offer specialized consulting for the international expansion of your company and explore potential opportunities, whether that be in the country where you currently operate or in new markets.

# FINANCIAL SOLUTIONS

We look after your **economic interests** and help you find solutions to your financing demands. From debt analysis and structuring to negotiating with investors and raising funds in financial and capital markets.





# COMMERCIAL REPRESENTATION

We promote the sale of your products, services or projects in the target market without having to open a subsidiary. This helps achieve rapid integration into a new market and **optimizes your investment.**

Our team of experts, located all around the world, have a deep understanding of socio-economic, cultural and business best practices along with legalities required to ensure your business interests are safe.



# STRUCTURING, CONSORTIUMS AND ALLIANCES

We find suitable partnerships for your projects, establish **relationships and strategic alliances** that will help you achieve your objectives in the best way possible.

We pride ourselves in always working with reputable, trusted partners who share our values; to guarantee the success of projects.





# PUBLIC AND INSTITUTIONAL RELATIONS

We help manage intangible aspects of your company and put forth its unique selling point to position it in a relevant way to society. Your reputation matters to us.

We seek **strategic relationships** with entities and institutions, develop the most appropriate messages to generate influence and manage image and media impact in an efficient way.

# STRATEGIC CONSULTING

We help guide you in establishing objectives for a project and help **maximize your results**. We build a business plan adapted to your needs: business growth, optimization of processes and resources, penetration into new markets, etc.

We are your strategic ally in decision-making at the highest level.





# PROJECTS

What success looks like

# KATARA CULTURAL VILLAGE



Projection, creation and implementation of Katara - Cultural Village Foundation from 2010 to 2012. The aim was to create a diverse artistic and cultural program that included a philharmonic orchestra, exhibitions, art, music and film festivals, artisanal products and high-end gastronomy within a 10 km<sup>2</sup> landscape putting on display the predominantly arabesque design.

With an annual budget of \$100 million dollars, the administrative, financial, commercial and artistic – cultural divisions were restructured. Local and international experts were hired to form a multicultural team of nearly 100 people with 1500 subcontractors.

B2IC senior leadership was directly involved in the establishment of Katara and led this operation in all its phases; from initial planning to reaching 25,000 daily visits, the initial objective put in place by the country's authorities.

## **FACT SHEET**

**GOAL:** Structuring and organization start-up

**SERVICES:** Strategic consulting

# HELIBRAS



Helibras was born from the need of Airbus Helicopters to open and boost international trade.

In this project, B2IC's strategic partners structured the Public-Private Partnership (PPP) between the helicopter division of Aérospatiale (today Airbus Helicopters), aerial photography Cruzeiro do Sol and the government of the State of Minas Gerais – Brazil.

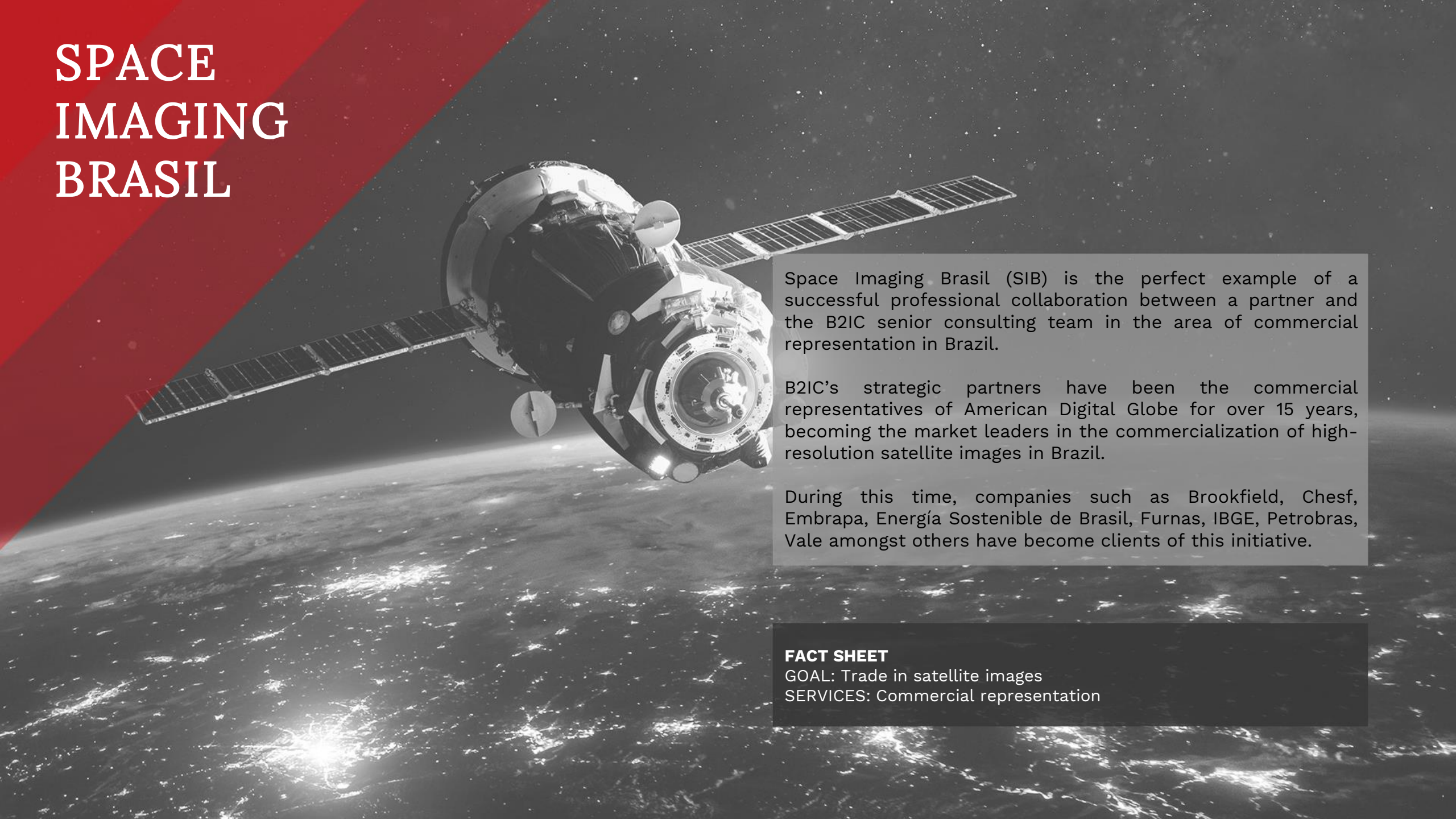
The project was carried out in 1978 and the partnership between Airbus Helicopters and the government of Minas Gerais continues its activity to this day. In addition to the sale of helicopters, Helibras has also offered maintenance and customization services for rotary-wing aircrafts, becoming a key player in Brazilian aviation.

## **FACT SHEET**

**GOAL:** Opening an international market

**SERVICES:** International Consortium

# SPACE IMAGING BRASIL

A satellite with two long solar panel arrays is shown in orbit above the Earth's surface. The satellite is oriented towards the viewer, showing its complex structure and various instruments. The Earth's surface is visible below, showing clouds and the curvature of the planet. The background is a dark space filled with stars.

Space Imaging Brasil (SIB) is the perfect example of a successful professional collaboration between a partner and the B2IC senior consulting team in the area of commercial representation in Brazil.

B2IC's strategic partners have been the commercial representatives of American Digital Globe for over 15 years, becoming the market leaders in the commercialization of high-resolution satellite images in Brazil.

During this time, companies such as Brookfield, Chesf, Embrapa, Energía Sostenible de Brasil, Furnas, IBGE, Petrobras, Vale amongst others have become clients of this initiative.

## **FACT SHEET**

GOAL: Trade in satellite images

SERVICES: Commercial representation

# ARTERIS



B2IC partners worked as financial advisors to Arteris in the group's highway portfolio, which included projects such as Autopista Litoral Sul, Fernão Dias, Régis Bittencourt and Fluminense. All projects had existing long-term financial commitments, which required complex negotiations for financial structures and the exchange of guarantees amongst creditors. The project covered an entire strategic transportation axis in the state of Sao Paulo, that crossed the region's richest and most diverse areas, with a population of 1.6 million people.

They led the Régis Bittencourt highway project as financial advisors and credit providers in a 1.2 billion USD infrastructure transaction.

## **FACT SHEET**

**GOAL:** Financing structuring for roads and highways

**SERVICES:** Financial services & Strategic consulting



# EDUCATION ABOVE ALL

The Education Above all Foundation, was founded in 2012 in Qatar with the aim to provide primary education for children in developing, conflict, post-conflict and endangered countries.

In 2012, Qatar invested \$100 million USD each year to educate children through projects in 25 countries, but this investment was insufficient to meet the government's commitment of 10 million children. Under the premise of motivating other countries to contribute to solving this worldwide education problem, strategic alliances were established with private entities, agencies and financing agencies. Similar school programs were identified and after negotiations, the projects were signed, committing themselves to their continuation for at least 5 years.

This funding process included strategic alliances with entities such as Qatar Airways, Vodafone, ExxonMobil, Credit Suisse, Save the Children, BMZ (Germany's development agency), ADF (France's development agency), Educate Girls, Building Tomorrow, British Council, CARE, Roger Federer Foundation, in addition to the collaboration with entities within the United Nations system (UNESCO, Unicef, ACNUR, UNRWA, PNUD). Over 7 million children in 47 countries were enrolled in school in 2015. The goal of 10 million children was reached in 2019.

B2IC's Chairman was CEO of EAA from 2012 until the end of 2016.

## **FACT SHEET**

**GOAL:** Fundraising for schooling of children

**SERVICES:** Alliances and international cooperation

# MONDIALOGO DAIMLER & UNESCO

One of the most successful projects carried out by UNESCO through strategic alliances within the private sector was Mondialogo.

The Mondialogo school competition was created in 2003 by UNESCO in collaboration with Daimler (Mercedes Benz) with the main objective of promoting intercultural dialogue and exchanges amongst youth. Through a competition that joined teams from around the world, students were asked to develop solutions to issues related to an inclusive education, access to education, human rights, emphasizing cultural diversity and the power of intercultural dialogue.

Amongst the proposals submitted throughout six months, 25 winning projects were selected. The team leaders were invited to a symposium where they could meet over a few days. Over 25,000 students from 126 countries participated in the 2004 edition that took place in Barcelona, Spain. The last edition in 2008, took place in Beijing, China where more than 100,000 students from 144 countries participated in Mondialogo.

Marcio Barbosa, President of B2IC, was directly involved in the leadership of Mondialogo as Deputy Director General of UNESCO, managing all institutional and public relations.

## **FACT SHEET**

**GOAL:** Fundraising for promoting intercultural dialogue

**SERVICES:** Public and institutional relations



# PARTNERS

A NETWORK OF PARTNERS AND CONSULTANTS IN OVER 30 COUNTRIES



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ICS | Solutions

B2 International Consulting relies on a network of high-level partners and key contacts in strategic places that will guide you to develop and implement your project successfully. Our job is to bring together the puzzle pieces to ensure optimal results.

RIBA-VIDAL  
ABOGADOS



FINANCIAGENCE



# REFERENCES

BUILDING RELATIONSHIPS, DELIVERING VALUE



# CONTACT

LOCATED **WORLDWIDE** WITH YOUR INTERESTS AT HEART

We are present in over 30 countries through our vast network of collaborators and consultants. We have our offices in Barcelona and Sao Paulo.

Get in touch, we are looking forward to hearing from you:

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