



# International Business Facilitation Services for Canadian Companies





## Our History

- Established in Mexico in 1999.
- Established in Canada in 2000.
- Established in the US in 2010.

## Our Mission

**The promotion of International Business by establishing profitable links between companies in North America and other parts of the world.**

## Our Objective

- To generate sales and establish a growing presence for North American companies in the markets where we operate



## Our Customers

IBF Intercambi's customers usually have the following characteristics:

- ✓ Offer a high-quality product or service
- ✓ Recognize the importance of developing non-domestic markets to the success of their company
- ✓ Maintain a long-term business perspective
- ✓ Willing to partner with companies who can add value and increase the probability of their success
- ✓ May not have the experience, language capability or time to manage the project
- ✓ Need facilitations and internationalization services in foreign markets, to get acquainted or solve specific situations in a different cultural environment



## Our Customers

Some of the customers we are currently serving or have served in the past:

✓ **Lean Six Sigma Institute** – (From 2012 to date)

IBF Intercambi is in charge of Business Development for this San Diego, CA. based company in Canada, Mexico and Bolivia.

✓ **Flow Inc.** – (2012) IBF Intercambi was in charge of Business Development for this Canadian company in Mexico and Bolivia.

✓ **INFO Murcia** – (From 2014 to date)

IBF Intercambi is in charge of helping this Internationalization promotion organization from the Region of Murcia, Spain in Canada.



## Our Customers

Some of the customers we are currently serving or have served in the past:

- ✓ **World Trade Commission of the State of Guanajuato (COFOCE)** –  
(From 2003 to date)

IBF Intercambi is the COFOCE Trade Representative in Toronto, Canada and Houston, Texas.

- ✓ **CMHC** – IBF Intercambi has been an approved consultant for this Crown Corporation for the Mexican market

- ✓ **MicroMould** – (2002)

IBF Intercambi helped this Canadian Company to enter the Mexican market



## Our Customers

Some of the customers we are currently serving or have served in the past:

✓ **Proform Custom Machine** –(2002 to 2005)

IBF Intercambi worked in market development in Mexico for this Canadian company

✓ **Basque Trade Commission** –(From 2008 to date)

IBF Intercambi is the specialized consultant for this trade organization in Canada

✓ **IGAPE** –(From 2005 to date)

IBF Intercambi is an authorized Trade Mediator in Canada for this Trade and Promotion organization from the region of Galicia in Spain.



# Our Resources and Capabilities

1. Offices in:
  - Toronto ON, Canada
  - Houston TX, USA
  - Guanajuato, Mexico
  - Sevilla, Spain.
2. Fully Bilingual:
  - All key staff are English and Spanish-speaking.
3. Proven success in sales and business facilitation.
4. Fifteen years in business as an international business facilitation company



## Our Resources and Capabilities

5. Wide Network of proven business partners, suppliers of services, and information sources, including but not limited to:
  - a. Communications
  - b. Translations
  - c. Freight
  - d. Customs
  - e. Warehousing
  - f. Legal services
  - g. Travel and accommodation
  - h. Finance
  - i. Insurance
  - j. Technical support



# Our Resources and Capabilities

(Continued)

- k. Government trade offices at all levels of government
  - l. Trade associations in both Canada, the US, Mexico and Spain.
  - m. Government trade development offices
6. Commitment to win-win business situations and mutual success.

For both our Canadian clients and their customers and Vice versa



## Expertise

Our roll is to open doors for North American companies and present their products and services with potential customers, quote important projects and close export sales.

As facilitators we can help not only to find the opportunities, but also to follow up closely to obtain positive results.

Finding a list of potential customers is the easy part of any export project; setting up appointments with potential prospects, meeting them face to face to present products and services and following up to close the sale is the critical part of the process. That is why having presence in different markets is a key to success.



# The Process

## **Step One – Strategic Analysis**

Timeline: 4-6 weeks from start

Tasks:

- Visit to the Canadian company and management team to become familiar with products, services, personnel, and business model. Work together to develop a strategy for targeting the right customers in the designed market.
- Targeted market research from to identify potential customers and/or business partners for your company.
- Personal on-site visits to 4-8 potential partners in the target market to evaluate their appropriateness over two to three days, and learn more about market opportunities. This usually results in quote opportunities. Potential partners or objectives should be defined very clear by the Canadian Company.



## The Process

### **Step One – Strategic Analysis** (Continued)

- Generate report with an analysis of our findings, including specific alternatives and recommendations.
- Intercambi will present the report in person to the management team, where we can address specific questions about opportunities generated based on the experience and information we have accumulated.
- Follow up of opportunities we have uncovered.
- Objective is to verify that an opportunity truly exists for the American company

Investment required: \$5,000 CAD  
(travel expenses included)

→ **Decision Point: Continue or Quit**



## The Process

### **Step Two – Visit to the Foreign market by the Canadian Company with IBF Intercambi**

Timeline: 8-12 weeks from starting point (Step One)

#### *Tasks:*

- Based on the results of Step One, we will set up a business agenda for a top executive of the American Company to visit the market to gain the synergy from IBF Intercambi's market development capabilities and the American Company experience to evaluate the market and continue to develop the customers we have already contacted, plus new ones we will identify.
- This allows IBF Intercambi to benefit from working in the market with the American Company and allow them to see and evaluate the market first-hand.



## The Process

### **Step Two – (Continued)**

- Trip duration: 3-4 full days, covering the most important cities in the target market.
- Objective is to grow relationships, negotiate terms, evaluate and understand market, and reach agreements with customers / business partners.

Approximate investment required: : \$5,000 CAD.  
(travel expenses included)

**→ Decision Point: continue developing, maintain existing contacts, or quit**



## The Process

### **Step Three - Follow Up**

Timeline: Next Quarter from starting point (Step One) and on

The results of the first two steps will be highly important and will determine the composition of Step Three. By this time we have reached or determined:

- ✓What kind of business opportunities there are in the foreign market
- ✓If there is a good working relationship between the American Company and IBF Intercambi.
- ✓If there is a strategy for successful market development
- ✓That it is a sensible decision for the American Company to make the foreign market a part of its long-term business strategy

Investment required: Dependent upon the opportunities found and objectives of the American Company.



## Summary

Intercambi is committed to moving Canadian companies into foreign markets and we have the resources to do so. The success of the project is highly dependent on the current market opportunities, the effectiveness of IBF Intercambi's sales services, the competitiveness of the Canadian Company and its corporate objectives.

All of these factors are interrelated and there exist a range of possible outcomes that can only be determined by proceeding through the process of market development. The proposed approach also allow us to get to know each other better to see if it makes sense to develop a longer term business relationship, while gaining a better understanding of the market and the opportunities available.



## The Terms

1. The Canadian Company agrees to begin the process of market development and asks IBF Intercambi to perform the Step One, or Strategic Analysis. The cities we cover on this initial analysis are the most important cities in the target market, this will be determined by the location of the potential customers.
2. IBF Intercambi will invoice the Canadian Company for \$5,000 plus direct expenses if applicable, for sales and market development services for performing this first step. This amount is due 50% to start the process and 50% at delivery of the report of the Strategic Analysis.



## The Terms (continued)

3. After the Step One is finished, the same terms apply for Step Two if the Canadian Company decides to proceed
4. After Step Two is finished, a long term strategic working plan has to be developed. At this point, the American Company can decide if IBF Intercambi's involvement is still necessary for the subsequent steps. If this is the case, an agreement needs to be signed that defines the following levels of involvement between the two companies.
5. IBF Intercambi's office in the foreign market, may become the American Company Representation Office. At this stage, Intercambi may charge a fee per hour, per diem, a flat fee per month, a commission on sales, or a mix of these.



## The Terms (continued)

6. After agreeing on the long term working terms, both companies work in the strategic plan, defining objectives, goals and tasks



## Conclusion

No matter which road you decide to take, we can help you to start or continue doing business in internationally successfully.

### **If you want to :**

- set up your own operation, we can help,
- form a strategic alliance, we can find suitable partners
- and if you want to export, we will get the right customer for you.

**IBF INTERCAMBI CAN BECOME INSTANTLY  
YOUR COMPANY IN A FOREIGN MARKET**

If this is interesting for you, please let us know so we can discuss in more detail. We thank you in advance for your attention and we are looking forward to hearing from you!



# Contact Information

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## **Contacto: Miguel Puga – Managing Director**

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Intercambi Inc.	IBF Intercambi Inc.
4711 Yonge St. 10th. Floor	25322 Madison Falls Lane
Toronto, ON. M2N 6K8 Canadá	Katy, TX. 77494 USA
Tel: 1-416-218-8371	Tel: 1-713-370-3870
E-mail: <a href="mailto:mpuga@ibfinternational.com">mpuga@ibfinternational.com</a>	
Fax: 1-416-730-9258	
Website: <a href="http://www.ibfinternational.com">www.ibfinternational.com</a>	

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