



marketaccess

INTERNATIONALISATION SERVICES

Introduction

Helping businesses succeed in international markets through agile and effective solutions.



Market Access team develops structured and flexible approaches to leverage our clients' goals.

Accelerate Your International Expansion



Market & Business Development

We aim to accelerate your International expansion by connecting you with potential partners and clients, facilitating connections, and helping you find the right people. Our support starts early in your company's journey and aims to minimize risks, avoid expensive errors, and save valuable resources.

Market Research & Strategy

We specialize in preparing businesses for international expansion by developing comprehensive go-to-market strategies. We provide a range of services that include market selection and research. Our approach is tailored to your needs, and we will work closely with you every step of the way to ensure your success.

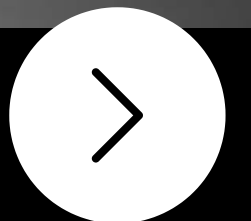
Mentoring & Training

Our team has extensive experience in international expansion, and we use our expertise to help you navigate the complexities of entering new markets. Our training services will support you to acquire the expertise and capabilities required to effectively establish your business for expansion and international development.

About us

A team that makes your solution shine.

With vast experience in the execution of international projects and a wide portfolio of clients from different geographies, we aim to be a valuable partner in our clients' internationalisation process.



Who are we?



19

Years of experience



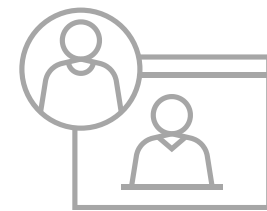
+1600

Projects around the world



+60

Markets



+600

Happy clients

With over **19 years** of experience and more than **1600 projects**, Market Access has collaborated closely with its partners and customers to assist in their expansion and approach to foreign markets.

Case studies

Making a positive impact on businesses

By adjusting our services to the specificities of our clients,
we deliver impact in every industry.

CASE STUDY

Bioeconomy Cluster



Work developed:

- Identification, selection, and regular contact with potential local distributors;
- Support in negotiating orders and associated procedures;
- Local representation of the VLCIE brand.

Results:

- 3 face-to-face meetings
- 2 sample orders

Sector: Agrifood

Project Typology: Market development

Duration: 2023 (4 months)

Target Market: Japan

The project was developed within the framework of the European F2F (Farm to Fork) Health Matters project.



CASE STUDY

El Nogal



Work developed:

- Analysis of the sector to identify the main actors and potential partners;
- Contacting the companies in the database to present QUIVAL and its products;
- Qualification of the candidates leads and their response;
- Schedule B2B meetings in the market (in-person or online).

Sector: Agrifood

Project Typology: B2B meeting scheduling

Duration: 3 months (2024)

Target Market: United Arab Emirates

Results:

- 4 B2B meetings in the market;
- Several ongoing negotiations with retailers, distributors and importers

Market Access partnered with CLUSAGA to develop the project.



CASE STUDY

Quinta do Cardo



Work developed:

- Definition of the company's commercial strategy in the North-American and Nordics Markets;
- Commercial leads identification and qualification;
- Contact to present Quinta do Cardo to importers/distributors/opinion-makers/retail chains and relevant players in the markets;
- Scheduling meetings with potential partners;
- Support for participation in international fairs (promoting participation and scheduling B2B meetings): ProWein 2023 (Germany); APAS 2023 (Brazil); London Wine Fair 2023 (United Kingdom).
- Follow-up contact and negotiation support.

Sector: Agrifood - Wine

Project Typology: Market Development

Duration: 6 months (2023)

Target Market: USA, Nordics, Brazil, Portugal

Results:

- 12 meetings
- 24 pricing requests
- 12 samples requests
- 3 tender submissions



CASE STUDY

Carnes Avenida



Work developed:

- Realization of a market selection study;
- Developing a market study and action plan for the Polish market (as a result of the market selection study);
- Performing a store check on the Polish market to find out prices and competitive products;
- Commercial market development: prospecting and attracting retailers, importers and distributors in the Polish market to sell Carnes Avenida products.

Sector: Agrifood

Project Typology: Market Selection Research, Market Study and Action Plan, Commercial Market Development

Duration: 10 months (2022-2023)

Target Market: Poland

Results:

- 11 requests for samples, prices and information.
- Several ongoing negotiations.

This project was developed in partnership with NERLEI (Business Association of the Leiria Region).



CASE STUDY

KVARY - Must Gourmet

KVARY
GOURMET PRODUCTS



Work developed:

- Definition of the company's commercial strategy in the Portugal and Spain;
- Commercial leads identification and qualification;
- Contact to present the company to importers/distributors/opinion makers/retail chains and relevant players in the markets;
- Scheduling meetings with potential partners;
- Follow-up contact and negotiation support.

Sector: Agrifood (Spirits and Gourmet products)

Project Typology: Market Development

Duration: 4 months (2023)

Target Market: Portugal & Spain

Results:

- 27 hot leads;
- 10 meetings scheduled;
- 17 information and pricing requests

CASE STUDY

AZOURO

azouro®

Work developed:

- Definition of the company's commercial strategy in the markets;
- Commercial leads identification and qualification;
- Contact to present the company to importers/distributors/retail chains/gourmet stores and relevant players in the markets;
- Scheduling meetings with potential partners;
- Follow-up contact and negotiation support.

Sector: Agrifood (Gourmet products)

Project Typology: Market Development

Duration: 6 months (2023)

Target Market: France, Belgium, Luxembourg and Netherlands

Results:

- 4 B2B meetings scheduled
- 14 requests for prices and information
- 14 requests for samples

CASE STUDY

El Rosal



Work developed:

- Support in defining a strategy for entering the Portuguese market;
- Definition of the profile of priority contacts to be approached in the market;
- Identification, selection and scheduling of meetings to present “El Rosal” and its products;
- Support during B2B meetings.

Sector: Agrifood (Cookies)

Project Typology: Individual Mission – B2B meeting scheduling

Duration: 4 months (2023)

Target Market: Portugal

Results:

- 12 requests for meetings, quotes and samples;
- Two sales realized with a distributor and gourmet retailer;
- Several follow-up negotiations with supermarkets.

The project was developed in partnership with ACCIÓ – Catalonia Trade&Investment



CASE STUDY

Beira Salgados



Work developed:

- Definition of the company's commercial strategy in the markets;
- Commercial leads identification and qualification;
- Contact to present the company to importers/distributors/retail chains/gourmet stores and relevant players in the markets;
- Scheduling meetings with potential partners;
- Follow-up contact and negotiation support.

Sector: Agrifood

Project Typology: Market Development

Duration: 10 months (2023)

Target Market: Belgium, Luxembourg, Germany, Switzerland, Austria, Poland, United Kingdom



CASE STUDY

Foodibérica

Foodibérica
Produtos Alimentares S.A.

Work developed:

In this project, Market Access was promoting 11 brands from the agri-food sector, represented by Foodibérica.

- Definition of the company's commercial strategy in the markets;
- Commercial leads identification and qualification;
- Contact to present the company to importers/distributors/retail chains/gourmet stores and relevant players in the markets;
- Scheduling meetings with potential partners;
- Follow-up contact and negotiation support.

Sector: Agrifood

Project Typology: Market Development

Duration: 12 months (2023 - 2024)

Target Market: Portugal & Spain

Market Access partnered with NERLEI to develop the project



CASE STUDY

Font - Sans



Work developed:

- Support in defining a strategy for entering the Portuguese market;
- Definition of the profile of priority contacts to be approached in the market;
- Identification, selection and scheduling of meetings to present “Font-Sans” and its products;
- Support during B2B meetings.

Sector: Agrifood (Delicatessen)

Project Typology: Individual Mission – B2B meeting scheduling

Duration: 4 months (2024)

Target Market: Portugal

The project was developed in partnership with ACCIÓ – Catalonia Trade&Investment

ACCIÓ

Catalonia Trade & Investment

Generalitat de Catalunya
Government of Catalonia



Work With Us!

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