

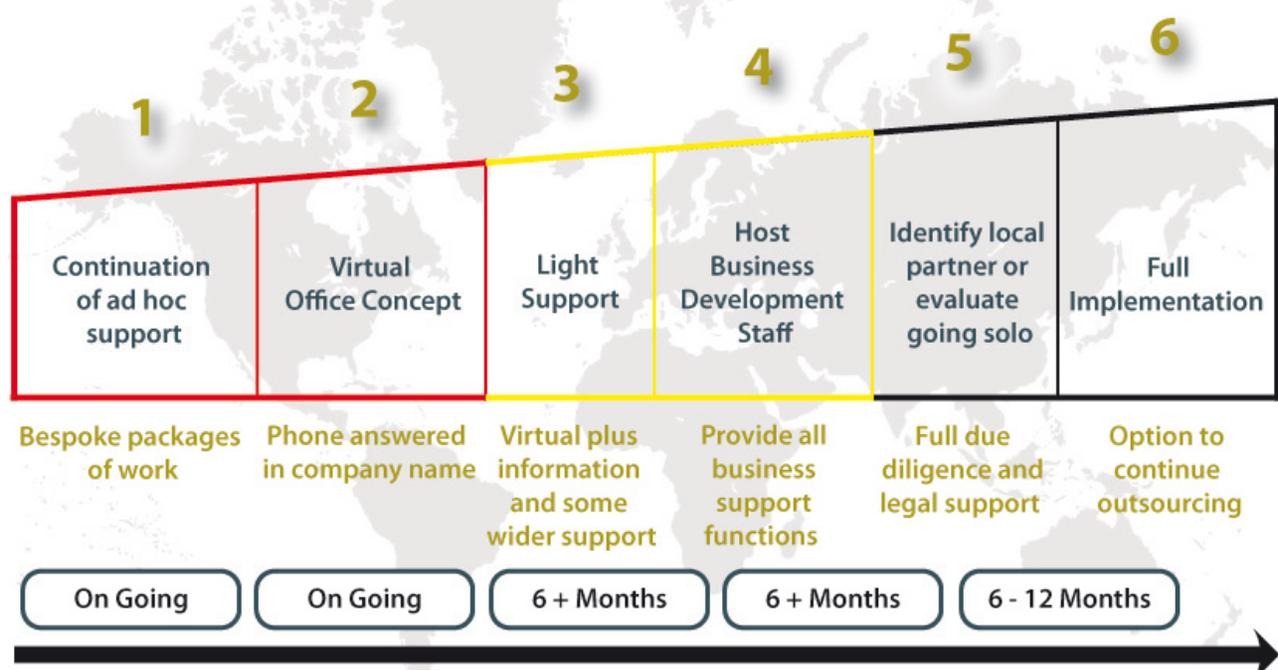
Market Penetration Services

Major Events International (MEI) deliver a flexible range of options to support companies who wish to establish a local presence in new international markets at minimum commercial risk and cost. The recommended approach is to conduct a series of workshops which clarify the key enabling actions and develop an outline plan. Thereafter, options are evaluated to see how to best achieve a local presence. This process, with clear review and decision points, mitigates risk whilst allowing MEI clients to remain focused on business-as-usual in the full confidence that a plan is being executed.

Depending on the approach taken, MEI local staff and other partner organisations will assist with answering questions, monitoring and reporting and undertake tasks related to partnering or market intelligence activities. They will plan and host visits, raise client profile and build familiarity with the market offer. Depending on the level of service selected, this can include attending events, meetings, being present during key phone calls, delivering proposals and reporting the outcomes to inform the overall plan. When the time is right to invest in forming a legal trading entity or undertake formal partnership or acquisition activity, MEI can assist and provide access to Law firms well known to MEI.

The local presence can be delivered through a variety of incremental options which can be summarised as follows:

In Country Support



A range of options designed to decrease the commercial exposure and cost of migrating to a stand alone company

1. **Ad-hoc Support:** Provision of workshops, briefing reports, support to key review meetings, business cases and visit planning.
2. **Virtual Office:** Phone and e-mail answering service to provide an immediate visible presence prior to forming a company or partnership.
3. **Light Support:** Follow-up activity and delivery of proposals, attendance at conferences and exhibitions or other ad hoc tasks. Hot desks can be booked and bespoke visit programmes delivered by separate arrangement
4. **Hosted Client Staff:** Client staff share MEI offices and embedding new staff can help optimise investment and reduce mobilisation risk.
5. **Partnerships and Company Formation:** Conduct full due diligence and project tasks which inform partnerships, acquisition and establishing stand alone operations.
6. **Full Implementation:** Under all the options, forming a legal trading entity will be required at some stage. The transition from analysis to mobilisation is a project in its own right and MEI can supervise and assist.

Wider Support

At all stages above, MEI will help ensure that good decisions are made about the right local conferences and or exhibitions to attend either by clients or MEI local staff. During client visits extra value will be generated by arranging meetings which both compliment market profile activity and accelerate the higher-level business strategy development. This can include being accompanied by a local member of staff who will advise on business culture and not simply provide a translation service. The local support can include being met at airports, hotel bookings, provision of local mobile phones, and use of hot desk facilities.

The main MEI Major Events web portal provides the core support tool to help client profile in international markets. In addition to being a highly sophisticated supplier directory, the opportunity to write case studies and senior management interviews provide an innovative approach to demonstrate core competences. This approach is enhanced through the MEI monthly e-magazines which reach key stakeholders in this iconic market.

Clients are managed through one nominated key account lead to provide a face to face service as well as support from those working in the target country. This ensures that very close control is kept over the entire process which can either be used incrementally, in individual elements and in some cases retrospectively prior as part of a review process.

Summary of Benefits

A local presence is highly desirable for any company which is serious about gaining a higher immediate profile and more active engagement generally with potential partners or key stakeholders. The aim is to achieve this at the lowest commercial and financial risk. The early stages negate the need to hire staff, rent office space and contract for business support services. It also reduces the need for regular travel into the target country as these visits will only be necessary when meeting key clients or partners or to attend key conferences within an overall pre-agreed plan.

By using the approach above, decision points are clear and next steps planning is based on excellent information from MEI core staff. The key to success is to be systematic, controlled and supported by local experts who have direct experience of supporting companies in the local market.