

INTERNATIONAL MARKETING



MZI Global -A Market Entry Strategy Firm Since 1987

MZI Global new market entry consulting firm has been working with clients since 1987. We have worked with top officials of foreign governments trade agencies, senior management teams of international and North American enterprises, start-ups, emerging and growth stage foreign firms, large and middle market companies and non-profit organizations.

MZI Global's rapid "venture style" approach discovers untapped market opportunities cost efficiently, resulting in long-term sustainable improvements in value for the client's organization. Via MZI Global's strong distribution, sales network, MZI Global is able to follow up with full implementation, monitoring and deal making!

Contact MZI: 888-699-7531

MZI Global
SINCE 1987

22+ Years Experience
15+ Industries, 10 Languages
10 Cultures
1000+ Completed Projects
3000+ Global Network Partners

New Markets, New Ventures, New Deals "The Americas" Grand Entrance via Ethnosynergism®

MZI Global leverages our comprehensive network of global clients to open the door to "The Americas": Canada, Caribbean, North, Central and South America. With a global team in our NYC office, we assure clients' commercial success in "The Americas" through *Ethnosynergism*® market system, our comprehensive market entry strategy.

Your Gateway to Success - in "the Americas"

MZI Global's comprehensive *Ethnosynergism*® market system provides a planned road map to market entry. MZI Global facilitates a strategic roadmap for foreign firms to gain U.S. presence, which serves as central entry to North and South America. Market entry roadmaps include:

- Strategic business assessment
- Development and implementation of a customized market entry plan
- Building sales channel relationships
- Making deals and driving revenue

Risk Reduction: Dynamic Strategies and Market Analysis Before It is Too Late

Prior to entering the U.S. market, MZI Global does due diligence:

- We evaluate market risks and opportunities, thus sidestepping potentially damaging mistakes.
- We help our overseas clients find the right market segments and channels of distribution for their products.
- We formulate effective marketing solutions based on our cultural intelligence to raise visibility of clients' products in the U.S. market.

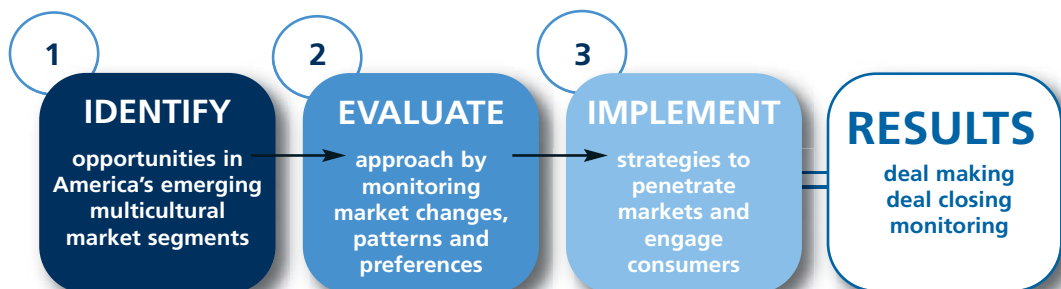
MZI Customized Market Entry Strategies

- Analyze the profit potential of selling products in the U.S.
- Create, develop, and implement customized and comprehensive marketing strategies and business models that deliver lasting results.
- Outline the best trade contacts — including the best salespersons, agents, dealers, distributors, wholesalers, and retailers.

Winning the Competitive Landscape

MZI Global's clients enter the U.S. market well equipped with tools to compete and improve their competitive advantage:

- Research and in-depth understanding of America's diverse markets.
- Targeted sales letters, web sites, product catalogs, trade show booths and more.
- Direct marketing approach to sell directly to retailers and wholesalers.
- Public relations expertise that creates buzz for clients' new products or services.
- Marketing strategies that enhance overall impact, productivity, and brand positioning in the U.S. market.



MZI Global Marketing
Corporate Headquarters
51 West 14th Street, 4th Floor
New York, NY 10011
+1.212.366.5409
1.888.699.7531 Toll Free in North America
www.mziglobal.com
www.ethnosynergism.com

www.mziglobal.com

MZI Competitive Advantages

Reduce U.S. market entry costs

Improve credibility in the U.S. marketplace

Reach new market segments

Reach target consumers before competitors

Access over 30,000 U.S. wholesalers, distributors & retailers

Strategies

- eBusiness Strategy - Identify trade business opportunities and devise plans of execution
- Market Intelligence - Define markets, research buyers, sellers and competitors, and receive analysis reports

Tools

- Advertising
- Articles and custom publishing
- Branding
- Customized research
- Direct marketing
- *Ethnosynergism*[®]
- Newswire distribution to over 76,000 media outlets and 380,000 editors
- Public relations
- Round table tours, trade shows, speakers and seminars
- Web development/marketing

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Ethnosynergism[®] Networks The Most Cost-Effective Entry Into The U.S. Market

MZI Global's *Ethnosynergism*[®] market system taps into core networks to create cost-effective market entry solutions. A global network of established resources such as academic institutions, media outlets, market leaders of various national coalitions and associations and MZI Global's clients' networks, successfully integrates products into new markets.

Cost-Effective Market Entry

MZI Global, a strategic operations, advisory and management consulting firm, does all market entry based on cost benefits analysis. *Ethnosynergism*[®] market system identifies and distributes micro-segmented targets to reduce risk and associated cost. The cost-effective plan always includes:

- In-depth assessment for market introduction
- Cutting overhead, set-up and intermediary costs
- Market introduction plan:
 - pricing structures, budgets,
 - distribution channel recommendations,
 - launch schedules /timetables,
 - advertising, PR, and trade show strategies
- Development of a unit sales plan
- Sales, deal making and representation - We establish a real presence without our clients leaving their home country.
- Trade shows representation, brokerage and sales

Strategic Alliances and Sales Channels

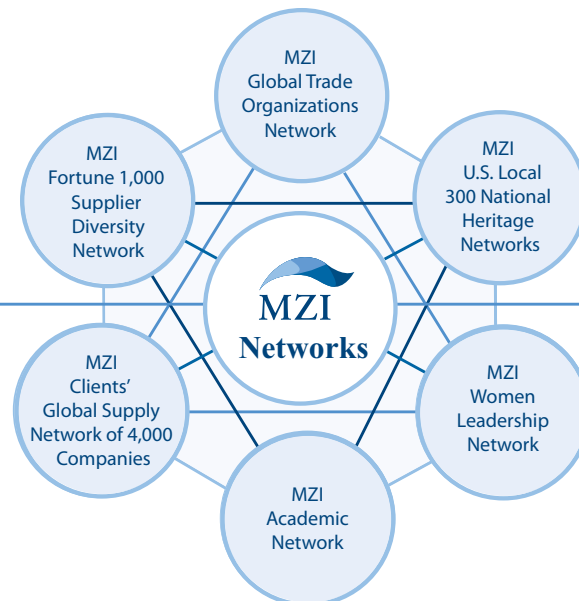
MZI Global is an official U.S. Government certified woman-owned business. Our strong alliances provide preferred access to government contracts and Fortune 500 companies, including major retailers such as Wal-Mart, Walgreens, Federated Department Stores and Home Depot. MZI Global and our partners can assist in handling sales and deal making, along with legal processes, such as import regulations and documentation, contracts and negotiations.

Network Partnerships - Sharing Costs

Through our value-added marketing services, MZI Global's clients share expenses with other non-competing companies selling different products or services to the same demographic segment. This allows MZI Global to bring clients' products into the market sooner with reduced costs, and with a higher degree of success.

MZI Industries

- Agribusiness, Food & Beverage
- Architecture & Construction
- Business & Technology
- Chemicals & Materials
- Consumer Packaged Goods
- Eco Friendly & Green
- Fashion & Textile
- Government & Public Sector
- Healthcare & Medical
- Manufacturing
- Media & Publishing
- Nonprofit & Foundations
- Pharmaceuticals
- Services and Hospitality
- Retail
- Trade Shows & Events
- Travel & Tourism



MZI Languages

- English
- Spanish
- French
- Italian
- Portuguese
- German
- Russian
- Finnish
- South Slavic
- South Korean
- Japanese
- Chinese