

MZI PUBLIC SECTOR SERVICES



Certifications

MZI Global is a U.S. Certified Women's Business Enterprise through:

- Women's Business Enterprise National Council (WBENC)
- New York City Minority and Women-Owned Business Enterprise (M/WBE)
- New York State Minority and Women's Business Development (MWBD)

MZI Global Networks

MZI Global Core Networks deliver our clients a superior value proposition via:

- Leading Academic and Business Clubs in US and worldwide
- Global Partnerships: access to 4000 + emerging companies
- Academic Partnerships with leading academic institutions
- US Local Partnerships: access to ethnic leadership with over 300 ethnic organizations (including world leaders and CEOs of Fortune 1000)
- SAJA Asian and South Asian journalists

Women Leadership Networks:

- WPEO (Women's Presidential Enterprise Organization)
- AWIB (Asian Women in Business)
- SAWA (South Asian Women's Association)

Contact MZI: 888-699-7531

Public Sectors World Wide

Break Through New Markets via Ethnosynergism®

MZI Global Market Entry Consultancy delivers strategic marketing and internationalization, which enables governments, government agencies, international trade associations, nonprofit groups and members of the independent sector (charities, foundations, corporate public service groups) to transform ideas, resources and talent into local and/or global success.

Ethnosynergism® Market Entry Government Marketing

MZI Global's *Ethnosynergism*® market system increases global recognition, awareness and confidence, while eliminating negative perceptions. Our cutting edge *Ethnosynergism*® methodologies have successfully helped nations like Morocco, Tanzania, South Korea, Turkey and the Dominican Republic.

Ethnosynergism® Economic Development

For more than 20 years, MZI Global has strategically aligned itself with foreign governments, trade associations and industry organizations in the public sector, enabling them to successfully enter uncharted territory. Leveraging cultural intelligence, MZI Global equips clients with tactical solutions for establishing a sustainable economic presence in foreign markets. Value-added products gain long-term advantage.

MZI Global ensures a fast and professional market entry for the products and services of our public sector clients.

Fostering International Trade

MZI Global's international team works continuously to establish lasting partnerships between clients and strategic partners, investors, key retailers, local organizations and communities. We foster collaborative relationships to promote trade initiatives.

Market Entry Specialist Across 10 Cultures and 14 Industry Sectors

MZI Global's Global's customers benefit from a single pool of market entry expertise to gain multiple revenue generating opportunities via the *Ethnosynergism*® market system. Our expertise spans more than 14 industries and 10 international cultures:

- Spanish speaking world
- French speaking world
- Italian speaking world
- Portuguese speaking world
- German speaking world
- Russian speaking world
- Chinese speaking world
- Korean
- Japanese
- South Slavic

MZI Public Sector Services

Ethnosynergism®



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MZI Global's Great Work Speaks For Itself...

MZI Global Deliverables

- Expertise:** 22+ years
- Reputation:** 1000+ Success Projects
- Support:** Worldwide team of internal and external experts
- Advantage:** Network of alliances / partnerships:
 - Top academic institutions
 - 4000+ global corporations
 - Individual investors
 - Nongovernmental institutions

CSR as Market Entry Strategy

Corporate Social Responsibility: aligning social responsibility with profit optimization to differentiate our clients from new market entry competition. CSR enables them to better serve and gain new customers and serve society at large.

MZI Services

- Country/Regional Promotions
- Trade and Tourism Marketing
- Trade Conferences
- Exhibitions & Trade Missions
- Event Planning & Promotion
- Political Campaigning
- Partner Channel Development
- Public Relations (Online/Offline)
- Product Launches
- Road Shows
- Sales Conferences/Meetings
- Seminars
- Logistics Management

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"KITA covers 82,000 member companies from Korea – all wanting to enter a new market place, mostly North America.

MZI Global is our strategic partner in numerous market entry consulting engagements. From strategy to implementation, MZI Global has exceeded our expectations, despite challenges of limited time, budget and 15+ industry sectors. Within five short months, MZI Global produced large trade shows such as KoreanNovation, covering 15+ multi-industry sectors (from consumer goods to medical), and Fashion Market Day, covering fashion, home furnishing and textile manufacturing.

MZI Global is a highly professional, results orientated, market entry consulting firm that we highly recommend for anyone entering NEW markets, especially in the Public Sector arena."

Sofia Cho
USA International Manager
KITA, New York, NY

Why MZI Global:

- Establish a Bulletproof Market Entry Strategy
- Immediate Market Presence
- Deep Market Knowledge
- Rapid Execution Strategic Acquisitions
- Continuous Support
- Cross-Cultural Partnership Development
- Lasting Trade Relationships
- Elimination of Market Entry Barriers
- Increased Recognition in Target Markets
- New Opportunity Development
- Strategic Alliance Development
- Sustainable Economic Presence

**MZI Global: 22+ Years Experience. 1000+ Completed Projects
15+ Industries, 10 Languages**

What to Expect from MZI :
MZI Global paves the way TODAY for our clients' market entry success TOMORROW, by taking both supply-side & demand-side factors into consideration.



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