

MZI Global Market Entry Strategist Since 1987

Who We Are

Market Entry Strategy & Implementation Consulting Firm
Founded in 1987, in New York, NY

New York City/State WPEO
Certified Woman-Owned Enterprise

MZI Global is an strategic consulting firm specialized in market entry. Since 1987, MZI Global has successfully completed over 1,000 market entry projects. Our *Ethnosynergism*® methodology delivers cost-efficient, highly competitive market entry solutions for B2B & B2C markets for over 15 industries, locally and globally. We connect our clients with target markets worldwide.

Our Values

MZI Global is committed to innovation, integrity and professionalism. We embrace agility, discipline and performance to create trust and respect in all relationships.

Our Mission

To maximize client return by making significant contributions to market entry performance via *Ethnosynergism*®, while creating value for all stakeholders.

Our Vision

To be the preeminent marketing entry firm and esteemed by business and professional communities worldwide, while delivering the best-in-class market entry services for our clients.

Our Team

MZI Global's team "goes native" speaking 10 languages and consisting of industry experts, creative thinkers, academics, conceptualists and designers from diverse disciplines.

Contact MZI: 888-699-7531

MZI Global consulting firm, whose strategies outperform standard market entry approaches, achieves breakthrough market synergy and rewarding results for its clients, using its pioneering *Ethnosynergism*® market system methodology.

Market Entry Specialists

Our New York-based firm specializes in tactical domestic and international market entry strategies. We maximize client returns through our *Ethnosynergism*® market system and connect them with lucrative micro-segmented markets in the U.S. and abroad. Our team of experts design and implement strategic solutions to significantly improve new market entry performance.

Strategies For Success

Through *Ethnosynergism*®, MZI Global integrates cultural, economic and social factors to create effective strategies for new and existing brands in target micro-segmented communities. MZI Global's strategic roadmaps facilitate flawless implementation while allowing for agile modification to ensure success. We engineer customized strategic roadmaps that support corporate objectives and monitor external factors such as industry, customers, suppliers and competitors.

"KITA is one of the largest trade organizations in the world and a strategic partner with MZI Global. Superb management, customized roadmaps and strategy implementation resulted in accelerating market entry success for our numerous Korean organizations covering over 15 industries."

Jason Park
Senior Manager

KITA, Korean international Trade Association

Breaking Through Barriers

MZI Global's tactical services guide clients through new markets, generating sustainable, measureable and accountable growth. Our international team provides clients with comprehensive solutions that deliver unprecedented results on the roadmap to new markets.

- B2B: Collateral Materials, Trade Show Services
- Direct Marketing: catalogs, telemarketing, direct mail, sales support
- E-Business: community building, website design, support and development
- Internet Marketing: analytics, SEO & SEM
- Public Relations: media relations, social media, dynamic tools

Strategic Selling-Deal Making

By integrating our in-depth marketing expertise with the science of sales, MZI Global provides tactical selling initiatives to support new market entrants. Our dedicated sales specialists utilize an extensive network of wholesalers, distributors, and retailers to launch clients' products and services through our strategic channels. We offer brokerage, negotiation, lead development and follow-up services to facilitate swift entry into consumer and B2B markets.

Benefits of MZI Global's Sales Strategies:

- Generate New Business
- Engage Clients' Customers
- Focus Resources
- Facilitate Deal Making

Market Entry Strategist



MZI Global's Market Entry Value Added Services *Ethnosynergism® Strategic Alliances Networks*

MZI 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 500)
- Women Leadership Networks: access to leading female owned enterprises through WPEO membership
- AWIB (Asian Women in Business) and South Asian leadership access to leading female owned enterprises and leadership in US
- Media contacts: SAJA – network of Asian and South Asian journalists in US and worldwide

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MZI Global SINCE 1987

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

Through MZI Global's core networks, clients receive value-added service consisting of varied businesses, multichannel distributors, academics, scholars and sociocultural leaders. Our market intelligence, mixed with strong social and business partners, facilitates clients' rapid entry into targeted customers segments.

Ethnosynergism® Market Entry System Networks Advantage

MZI Global's *Ethnosynergism®* market system networks with trade, cultural, academic and professional organizations to uncover invaluable data about relevant micro-segments. Our relationships enable clients to quickly gain insight into new and emerging segments. Our ability for rapid evaluation minimizes costs and provides new channels for market entry and distribution. With connections to almost any culture, country, organization or buying group, MZI Global delivers incomparable access to niche communities and targeted micro-segments for new market entrants around the world.

Ethnosynergism® Academic Partnerships

MZI Global's partnerships with major academic institutions, both nationally and globally, provide world-class market intelligence in a vast array of fields, at an affordable price. We work with MBA, MS and PhD students to develop and provide complex analyses for our clients, looking at the financial, political, cultural, sociological and psychological components that comprise the consumer environment from various national cultures. The collaborative programs capitalize on the combined resources of the partnering organizations, enhancing overall knowledge about the evolving global marketplace.

Ethnosynergism® Trade Partnerships

For over 20 years, MZI Global has worked with trade associations and organizations to promote and develop new market entry. Our relationships span the globe, allowing us access to millions of established and emerging companies across a broad spectrum of industries. These relationships enable MZI Global to identify and develop strategic alliances between our clients and trade members or organizations. Through these alliances MZI Global has:

- Facilitated New Product Development
- Opened New Markets
- Cut Costs Through Collaboration
- Cross Promoted Trade

Ethnosynergism® Cultural Partnerships

MZI Global is an active leader within numerous multicultural communities. We align clients' products with target groups in over 300 national heritage organizations. We establish an instant relationship and bond between our clients' brands and diverse, highly targeted customers. MZI Global is directly involved in:

- Community Clubs (Professional, Business Associations)
- Religious / Historical Institutions
- Cultural Media / Journalists
- Women's Business Organizations
- Academic Cultural Institutions

"We accelerate our client's achievements with customized roadmaps and strategy implementation for market entry success"

Mira Zivkovich
Managing Director
MZI Global

