



TRADE DEVELOPMENT SOLUTIONS

Trade Development at BNP Paribas provides tailor - made solutions to corporate customers looking to expand their businesses abroad through:

- Market analysis to support decisions to invest in new markets,
- Industrial and commercial partner search,
- Set-up of local operations.

1. Market analysis to support your decision to invest in a new market

IF YOU INTEND TO EXPLORE A MARKET AND ITS OPPORTUNITIES,

Our Trade Development experts will conduct local studies on:

- Supply and demand.
- Pricing.
- Distribution channels.
- Competition.
- Current legislation, regulation and product certification.
- Panel survey.

2. Industrial and commercial partner search

IF YOU ARE LOOKING FOR NEW MARKET OPPORTUNITIES, DISTRIBUTION CHANNELS OR NEW SUPPLY SOURCES

Our Trade Development experts will identify and approach potential partners to:

- Define the profile of a suitable partner for your needs.
- Target and qualify potential partners.
- Organize in-country meetings with the potential partners and assist you through the negotiation process.
- Follow-up commercial targets.
- Audit existing partners or suppliers.

3. Setting up your operations locally to reinforce your presence

IF YOU PLAN TO OPEN A FOREIGN SUBSIDIARY OR A REPRESENTATIVE OFFICE

Our Trade Development experts will support you in creation and management of your project:

- Selection of the appropriate legal structure.
- Management of all administrative tasks.
- Domiciliation of your new legal entity.
- Lease of appropriate premises.
- Recruitment and training.
- On-going management of administrative and accounting functions.

Additional services are also available:

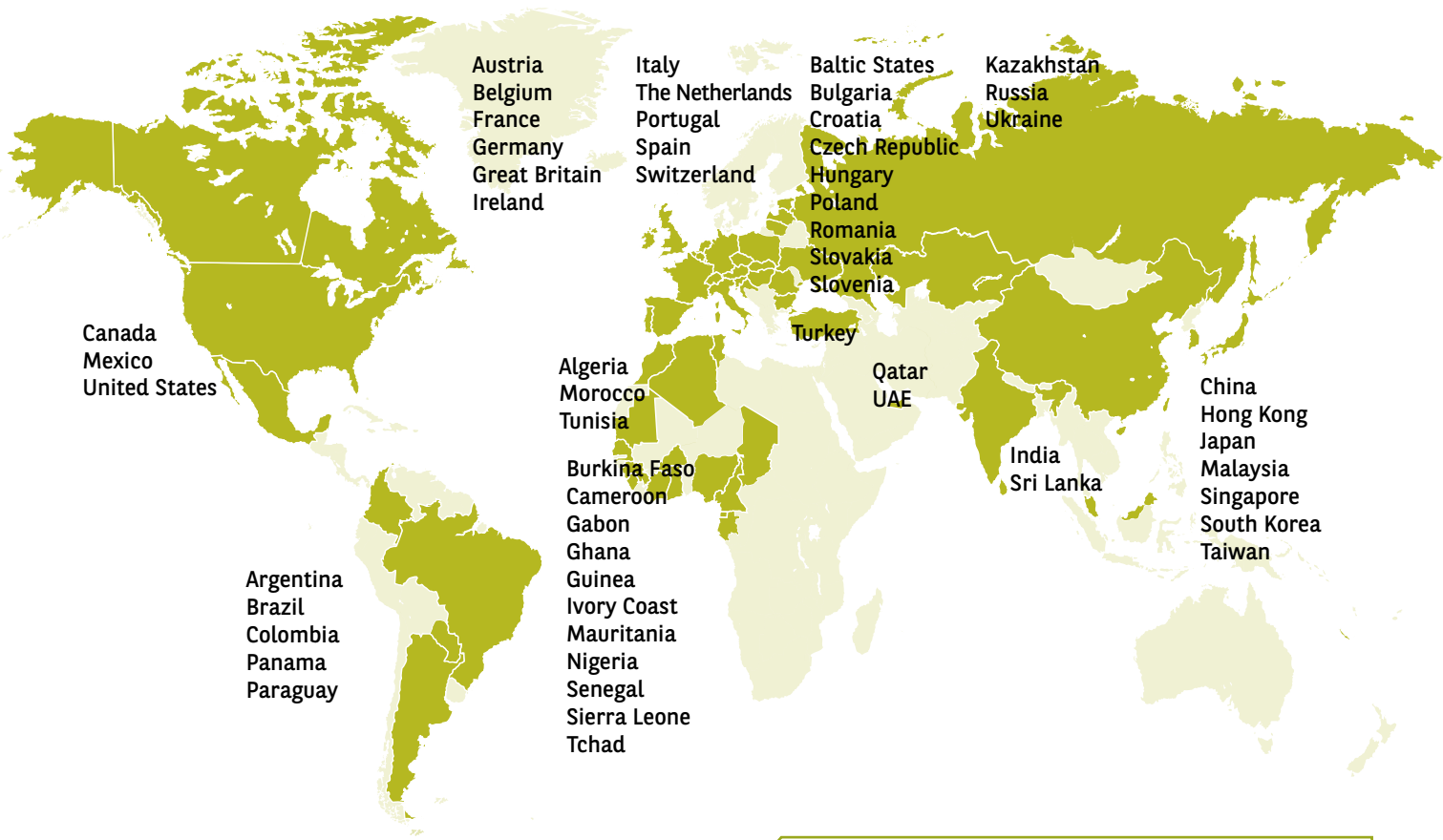
- Commercial representation or procurement outsourcing.
- Technological transfers.
- Acquisitions or joint venture.
- Legal support (drafting of shareholders agreement, contracts, intellectual property, trademarks, managing litigations).



BNP Paribas Trade Development worldwide network is here to help you reach your goals and aspirations.

Benefit from the best local experts in more than 60 countries around the globe.

We are continuously exploring the expansion of our Trade Development services



For further additional information, please contact:
Your BNP Paribas Trade Development team

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