



StroteG International

TO FUEL YOUR GROWTH AND MAXIMIZE YOUR INVESTMENT





ABOUT US

- ❖ StrateG International supports companies wishing to diversify their activities abroad in order to increase their revenues, improve return on investment and develop strong business relationships.
- ❖ We help you develop effective internationalization strategies and optimize your approach to evolving global contexts.



A RANGE OF SERVICES TAILORED TO YOUR SPECIFIC NEEDS

SERVICES

- Tracking of current business trends and market intelligence
- Advice on regulatory aspects of foreign markets
- Strategic advice on international marketing

OUR ADDED VALUE

- ❖ Long-range planning to help you take advantage of future **opportunities**
- ❖ The benefits of an international network of experts
- ❖ Reduced risk through **customized market** intelligence
- ❖ Your efforts facilitated by a **step-by-step** approach and measurable results

PERSONALIZED SUPPORT

- ❖ Needs assessment
- ❖ Monitoring of relationships with international partners
- ❖ Knowledge transfer

A STEP-BY-STEP APPROACH

- ❖ Realistic, specific and measurable objectives
- ❖ Regular follow-up

OUR TEAM

❖ With the expertise of StrateG International, doing business with foreign countries becomes easier. We have the expertise, resources and networks to provide effective and timely support for decision-making, market development and sales operations in a foreign country.

PROFIT FROM HIGH-LEVEL EXPERTS,
CERTIFIED AND RECOGNIZED FOR THEIR
EXTENSIVE INTERNATIONAL EXPERIENCE



THE RESULTS

- ❖ Easier market penetration
- ❖ Increased sales
- ❖ Reduced costs
- ❖ Increased productivity and competitiveness
- ❖ Improved customer service

TESTIMONIALS FROM BUSINESS PEOPLE

“ I really appreciated the professionalism of Geneviève Meloche in helping us to achieve our objective of optimizing communications with Soprema’s international offices in Dubai, Shanghai, Sydney, Sao Paulo and Singapore. I think her greatest quality is her **ability to listen** and understand our needs. She knows how to bring a **global perspective** to her association with a complex company like ours. Excellent work! ”

Daniel Nadeau Directeur Montréal et du développement des affaires internationales – SOPREMA

“ Geneviève Meloche understands very well the **day-to-day reality of SMEs**. With her team and her international network, she gave us access to very **strategic information** for our business development in Mexico. She took a practical approach, giving us a clear picture and identifying the **strategic levers** for a better return on investment. ”

Francis Lacombe Vice-président
Technostrobe

Geneviève Meloche Ph.D



Senior Advisor

International Business Development

strateginternational.com | g@strateginternational.com

c : **514 699-2202**





StrateG International

20 YEARS OF ACHIEVEMENT IN INTERNATIONAL BUSINESS DEVELOPMENT

innovation sectors

Hanoi

Singapore

Quito

São Paulo

Casablanca

intercultural
negotiation

Berlin

Shanghai

New York

Dubai

field experience

Mexico

niche markets

Tokyo

