



Department	: <b>Mature Tech Internationalization Business Development</b> (Language FR EN)
Product	: Mature technologies, products or services deployment in new markets. Become more international
Characteristic	: Large international and technical expert network
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### Generality:

Nowadays, companies must constantly innovate and invest in developing both technological, and evolving business models. Deploying new technologies or new innovative products adds a technical risk in addition to the economic risk. Often companies exploit existing technologies or products, and live off these "blockbusters". Why not explore other uses of these technologies or products, in other industries, and maybe especially in other countries where the competition is different and perhaps extend their exploitation time and improve their profitability?

### Our Offer:

- ✓ Analyze your technologies, product, or services and explore their use in other markets or sectors;
- ✓ Become more international with your products or services.

### Content:

- ✓ Patent and Brand diagnostic;
- ✓ Analyze client portfolio and exploited markets;
- ✓ Underhand your long-term strategies or support your board to define them;
- ✓ Propose product or service adjustments or technology transformation by new R&D, existing product acquisition, or partnership;
- ✓ Suggest the opening of new markets.

### Target Audience:

- ✓ SMEs, SMLs;
- ✓ Service companies, producer, or distributors;
- ✓ Entrepreneurs with limited or no international expertise;
- ✓ Companies needed to innovate or change their business model;
- ✓ Companies facing international competition thread which needs to change their strategies;
- ✓ Companies are willing to be more international.

### Deliverable:

- ✓ Support the board of directors to address the internationalization of its business, product, and services;
- ✓ Support in building new international relations in more than 50 countries where we have esteemed relations.

### Locations :

- ✓ North America ;
- ✓ Russia and CIS ;
- ✓ Certain African countries ;
- ✓ All European community ;
- ✓ Certain South American countries ;
- ✓ Turkey and certain Gulf countries ;
- ✓ Certain Asian countries, such as South-East Asia and China ;

### Requirements:

- ✓ Having mature products with demonstrable profitability;
- ✓ Having new technologies facing high competition in its distributed markets;
- ✓ A company with patents or trademarks;
- ✓ A company with international ambitions.

### Our partner:

Swissawa is collaborating with the company Swiss House of Brands ([www.shbrands.ch](http://www.shbrands.ch)) to execute this mission with its broad expertise in branding and marketing, and communication expertise.

### Our Assets:

Swissawa Sàrl is a company regrouping more than 35 experts and partners in Switzerland and internationally, which brings strong corporate governance expertise. Our generalists and specialists are at disposal for supporting you in implementing any solution, and if needed can call its vast network in any particular needed expertise, not only in the management and finance area, but also in many technology fields or international networks.