

ISSA MARKET CONSULTING SERVICES

Stay on target with your international plans

STARTER PACKAGE

3 STAGES TO LINK WITH INTERNATIONAL BUYERS

1



EXPORT CHECK-UP

To get started, RGX will ask you to complete an **online questionnaire** to assess your company's level of **export competitiveness**.

Based on the results, RGX will send the ISSA member an **Export Competitiveness Report** with recommended improvements and a timeline of next steps.

2



MARKET AND BUYER SELECTION

RGX will identify 3 new export markets best suited to your company's product(s), using our **Market Selection Methodology**®.

RGX will provide you with a comprehensive **Market Profile Report** for 1 of the 3 markets, highlighting the critical factors for your product's or service's entry to that country.

RGX will send you a list of at least **20 prospective buyers** in the 3 markets for you to validate for the third and final stage: **Virtual Meetings with Buyers**. At least 15 validated prospects are required for an agenda of 5-8 meetings.

The Market Profile Report includes:

- General economic conditions.
- Import market analysis.
- General and product-specific import regulations.
- Import tariffs and other import expenses.
- Distribution channels and points of sale.
- Competition: local production and international competition.
- Basic requirements for setting up a company.
- Fairs and other sector-specific events.
- Next steps to export.

3



VIRTUAL MEETINGS WITH BUYERS

RGX will organize and schedule a minimum of 5 and a maximum of 8 virtual meetings with prospective buyers for the dates defined by RGX and your company in Stage 1.

It is critical that your company make the recommended improvements outlined in the **Export Competitiveness Report** to maximize the positive response from prospects.

The project cycle takes 30 to 60 business days to complete once the service has been contracted

ENTRY STARTER PACKAGE*

From \$6,400 | ISSA Member Rate: \$4,800

*Prices are in USD. To inquire about the price and terms of payment in other regions, contact our team.

BOOK A CALL

For the detailed proposal, please book a call with our team or request a detailed proposal from **Dianna Steinbach**, ISSA Vice President International Services

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