

FORWARD

THINK & ACT GLOBAL



ACCESS TO INTERNATIONAL MARKETS

Forward provides business support to SMEs and is dedicated to developing foreign trade in the perspective of opening new international markets. It promises to promote consistently the products, the image of the Company and its brand.

The search for new markets is currently a strategic choice for many SMEs and the leverage factor for the expansion of the Company's business has become the search for foreign markets penetration.

In line with the rest of Europe the SMEs that are transforming their business need support, tools and expertise to enter and compete effectively in the global market and to increase turnover and profits.

A relevant international network of contacts and dedicated resources, with language and business skills, allow us to increase the probability of success in finding prospects with different business objectives, in different businesses.

In this context of internationalization, we aim to support our Clients in the activities of promotion, public relations and development, making it possible to acquire new customers, manage your contacts in place and restore the old ones, without increasing fixed costs.

Promotion, web marketing, scouting, interpretation and support in fairs and congresses are currently among the most effective and immediate tools we intend to use to open your door on the international market.



SCOUTING

The activity is structured as spot interventions to identify prospects (new distributors, wholesalers, agents) with a precise timing, and develop qualified business contacts on site. With respect to the areas of interest, multiple channels must be activated to collect all the relevant information to identify specific opportunities and collaborative projects abroad. Scouting is an effective promotion and consists in opening a direct channel between our Customer and the international market. The selection of potential partners is carried out following the guidelines shared with the Customer, after an analysis of the specific feasibility of the project.

OBJECTIVES

- Identify new prospects (distributors / wholesalers / agents)
- Develop and strengthen qualified business contacts on-site
- Support the company giving continuity to the commercial activity up to the first order
- Draw up a report for the evaluation of prospects
- Coordinate meetings between the Client and the “Best Player” of the foreign market

STEPS

- Share objectives and target detection with the Client
- Check the specific feasibility of the project
- Dispensing activities: contacts (phone, e-mail ...) surveys necessary information to the assessment by the Client and first report
- Monitoring activities and recalls management; prospects standby, potential budgeting, prospects meetings management
- Analysis of target and supply of the Company based on target market feedbacks
- Post offer contacts management to facilitate the closure of orders
- Performance analysis and document sharing finalization.

SUPPORT IN INTERNATIONAL TRADE FAIRS AND CONGRESSES

The process of internationalization must be constantly accompanied by promotional activities that ensure an effective impact and an immediate feedback.

Participation at national and international fairs promotes the creation of collaborations and international exchanges and specifies all promotional activities aimed to establish effective partnerships and global business networks.

Forward aims to provide support in the early stages of interaction fostering the chance to build new synergies. These actions will provide a vantage point in networking activity, followed by the enlargement and management of the network of contacts.

OBJECTIVES

- Increase number of contacts
- Meet and learn about foreign players
- Gather information and trends in the industry
- Make known its strategy
- Discover opportunities for synergy and commercial collaborations

STEPS

- Identification of the most significant events
- Technical and organizational preparation for participation in fairs
- Networking (summary of undertaken activities, of the contacts established and prospects)



TRANSLATIONS & INTERPRETING

The importance of being able to communicate is the foundation of our society and is nowadays in Era of Globalization even more important to step forward understanding what's going on beyond national borders. To do this with accuracy and reliability is essential to count on a professional, who knows the language, who is able to read the signals and shades of our interlocutor. We entrust to him the task of expressing our message in the most effective way and ask him to translate precisely the message. The translator and the interpreter must submit, promote, persuade, understand and possibly inquire.

To expand your business abroad, you need to adapt your style of communication, or rather translate. Thanks to high linguistic competences and collaboration with native professionals, we can offer various support services including: translation, interpreting and language support on-site for Company visits, trade exhibitions or events. Some of the languages we are dealing more frequently with translation and interpreting are Italian, English, French, Spanish, German, Russian.

CONTACTS

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