

# *Developing your export sales*



*Exportia*<sup>®</sup>

## Our Team

Our team is comprised of in-country experts based in both Australia and Europe.

We have a deep understanding of the needs of SMEs in the internationalization phase. We have worked throughout Europe in the ICT, medical and high-tech sectors for SMEs as well as large corporations. Our expertise is in the French and the German markets.

## How we grow your sales

*We provide you* with access to our business contacts and networks and so help your product or service gain access to the local market.

*You acquire knowledge* of the local industry, distribution networks and buying processes.

*Your customers will deal* with one of our local sales managers, who speaks the languages and has an intimate knowledge of the business culture.

## Why France and Germany?

If you provide high technologies, innovative solutions, ICT products and services or software for the following industries, then France and Germany are the markets for you.

- *Automotive, aeronautics, transport*
- *Banking, insurance*
- *Health, biotechnologies*
- *Agribusiness, wine*
- *Chemical*
- *Electronics, smart cards, nanotechnologies*
- *ICT*
- *Telecommunications*
- *Energy*
- *Environment-friendly sectors*
- *Tourism*

If France and Germany are your markets, **Exportia** is your ideal business partner.

*“Exportia’s professionalism, ability to match us with the right partner, knowledge of how to approach the market, all these factors helped us to optimise our sales cycle,”*  
**Jacky Hofbauer, Managing Director, zCost Management**



**EXPORTIA** helps Australian ICT, electronics, medical and high-tech companies to establish their products or services and drive export sales in the European Markets, particularly in France and Germany.

*“Soniclean employed the services of **Exportia** to research the French market for our products. In 2007, Exportia set up appointments with customers and distributors. Within six months, we have made our first sales.”*

**Julian Smith, Managing Director, Soniclean**

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## Our approach

At **Exportia**, we have developed three tiered packages to suit the various needs of clients. It doesn't matter whether you are new to the export market or an experienced player, one of our packages is ideal for you. Choose *Premier*, *Advance* or *Expert*.

### PREMIER package

#### Break into Europe

The Premier Package is the ultimate in identifying your product's overseas potential in just four months.

For new exporters and new exporters to Europe, the Premier Package provides you with a cost-effective low risk first step to gain greater export knowledge about the acceptance of your product and to validate a potential distribution model.

Fast and easy, it's a great way to expand your market to millions of new buyers. Best of all, we help you every step of the way – reducing the risk while saving you time and money.

#### EXPORT GRANTS

Most Exportia services are eligible for Federal and State export grants. Contact us for more information on solutions to optimise your export budget.

### ADVANCE package

#### Increase your sales

For companies who have either undertaken the Premier Package or have already had some exposure to the overseas market and companies who already export to Exportia's countries of expertise. We organise a market visit for you in order to accelerate your access to European markets and increase your sales.

#### CONTACT US

Contact us for more details on our packages or for a specific request. At Exportia, we look forward to helping your company develop your export sales in Europe.

### EXPERT package

#### Long-term success

For companies who already export to Exportia's countries of expertise, we can tailor a medium to long-term package specific to your needs to boost your sales and ensure they are sustainable in the long term.

[www.exportia.com.au](http://www.exportia.com.au)

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