

GLOBAL CONSULTING & AFFILIATES

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Russell J. Froneberger, President

“It’s better to lose money than trust.”

AMERICAN MATCHMAKING PROGRAM

Many European SMEs want to enter the American markets but do not because they do not believe they have the resources to retain a multinational consulting firm to help them. So, they “start” and “stop” by attending trade shows looking for one buyer at a time, and working through U.S. government agencies that do help, but only up to a point. What is often lacking is the advice and encouragement of an affordable American consultant who can help the company confidently move through a process of finding a trusted American partner who can help them enter and, over time, be successful in the American markets.

Global Consulting & Affiliates has developed an affordable American Matchmaking Program to fill this need. Using a network of trusted affiliates and American economic development agencies, located throughout the U.S., we help European SMEs make connections to prospective partners, such as joint ventures, agents, distributors and equity providers. We also make connections to service providers such as bankers, lawyers, accountants and human resource companies.

Typically, the American Matchmaking Program offers the client the following steps:

- Most importantly, we need to understand the client’s real and perceived needs
- Identify the targeted markets that present the best partner opportunities
- GC&A’s network helps to locate potential in-country partners
- We conduct a thorough due diligence of the potential partners
- If requested, we accompany the client on an initial trip to visit the potential partners and service providers
- Work with the client to set a timeline (the “road map”) to have an American partner
- If necessary, be available to further assist with the implementation of the “road map.”

