

- Anguilla
- Antigua & Barbuda
- Argentina
- Australia
- Austria
- Bahamas
- Barbados
- Belgium
- Belize
- Brazil
- Canada
- Cayman Islands
- Chile
- China
- Colombia
- Cook Islands
- Cuba
- Curaçao
- Czech Republic
- Denmark + Faroe Islands
- Dominica
- Dominican Republic
- Fiji
- Finland
- France
- Germany
- Greece
- Greenland
- Grenada
- Guyana
- Haiti
- Hungary
- Iceland
- India
- Indonesia + Bali
- Iran
- Ireland
- Italy



# kisserUp EXPORT DEVELOPMENT & CAPACITY BUILDING for SMEs

- Jamaica
- Kiribati
- Lesotho
- Luxembourg
- Marshall Islands
- Mexico
- Micronesia
- Montserrat
- Morocco
- Nauru
- Netherlands
- New Zealand
- Nigeria
- Niue
- Norway
- Palau
- Papua New Guinea
- Peru
- Poland
- Portugal
- Puerto Rico
- Romania
- Russia
- Samoa
- Saudi Arabia
- Solomon Islands
- St. Kitts & Nevis
- St. Lucia
- St. Vincent & Grenadines
- Spain
- Suriname
- Sweden
- Tonga
- Trinidad & Tobago
- Tunisia
- Turks & Caicos
- Tuvalu
- United Arab Emirates
- United Kingdom
- United States
- Vanuatu



**6** continents      **90+** countries      **25** sectors      since **1998**



**Mejorando las Oportunidades en el Mercado Canadiense para Productos Agrícolas Colombianos Innovadores de Alto Valor**  
 Enero 15-17 de 2013 Centro Internacional de Agricultura Tropical (CIAT), Palmira, Colombia

Pernille and the entire Kisserup team were outstanding to work with. Their deep knowledge base of export issues and strategies was exceptional! I recommend this extraordinary team to anyone looking to improve their business.

R. Mark Davis, President & CEO, Public Interest Intellectual Property Advisors

# kisserup

Kisserup is a woman-owned and operated international consulting and trade training company with offices in Halifax, Nova Scotia, Canada and Copenhagen, Denmark in the European Union.

The company has been helping private sector companies, industry & trade associations and government organizations to accelerate their export development, create and implement winning strategies and grow their marketshare since 1998.

Kisserup's expertise and initiative have made the company an international frontrunner in the provision of leading edge trade & export development, mentoring and international trade training to companies across a broad spectrum of economic and industry sectors.

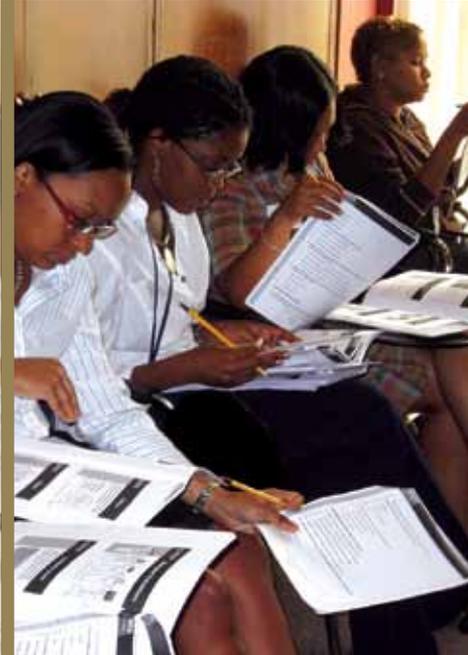
With projects showcased by EU funded donors as Best Practices within ACP, Kisserup has a proven track record creating impact for SMEs worldwide.



## INTERNATIONAL TRADE CONSULTING

### TRADE TRAINING & MENTORING

...that ensures our clients have the specific skills, knowledge and networks essential to achieve success in international trade. Design and facilitation of trade mission training, in-depth market analysis & follow-up services that deliver exceptional return on investment.



### TRADE POLICY FORMULATION & NEGOTIATIONS

...involves ensuring our clients have the knowledge and know-how they need to succeed with a full range of research & analysis services that assist with critical trade planning, trade policy review and development.



### EXPORT DEVELOPMENT

...enables clients to sell and market their products and services internationally with a focus on SMEs. This can include growth strategies, matchmaking, strategic alliances, joint venture development and venture capital sourcing.



“ Since KISSERUP’s intervention as consultants: we have had an AGM; a new board of directors; a physical secretariat now established in Jamaica; we have a manager; our web portal WWW.CA-SME.NET is completed; we have a strategic plan and a just-completed vision and mission statement which was penned with the full participation of our membership — our first since establishment in 2005. ”

**Mr. Edward Chin-Mook, Chairman, Caribbean Association of Small Enterprises (CASME)**

### WORKSHOP FACILITATION & DESIGN

...expertly-packaged design, documentation and delivery of educational presentations, workshops and seminars with an international business focus and curriculum.



### CAPACITY BUILDING & INSTITUTIONAL STRENGTHENING

...designed to engage our clients in a process to build their organizational, business and personal strengths. Kisserup delivers designs, analyses and comprehensive reports, mentoring, consulting, trade training, technical assistance and educational programs worldwide for International Financial Institutions (IFIs), government agencies and private sector bodies.



### INVESTMENT PROMOTION

...activities and measures aimed at attracting, analyzing and reviewing foreign investment flows including: policy framework for foreign investment; economic determinants; needs assessments; investment seminars & missions; trade shows & exhibitions; facilitating visits by prospective investors; matching prospective investors with local partners; preparing project proposals, conducting feasibility studies; analytical reports & business facilitation.



*“We make a living from what we receive and we make a life for what we give. If we are principled, enthusiastic and uncompromising in our goals, we can, and we will improve human, environmental and global conditions: in trade; in co-operation; in partnerships — in all activities.”*



### RESEARCH & DELIVERY

...uses both quantitative and qualitative methodologies to provide private and public sector organizations with robust, insightful, and timely market, policy, client and organizational intelligence. With experience in policy & situational analysis, project management, diagnostic assessment and market feasibility studies, Kisserup is adept at undertaking original data collection and analysis of new and existing data to form a customized client-sensitive solution.

“For me personally I have obtained a lot of new information, and this will help me in moving our Small Business Association forward. I now know where I can now write my projects to for funding.”

Jim Lee, President, Montserrat Small Business Association

## SME EXPORT DEVELOPMENT & CAPACITY BUILDING

★ ★  
**kisserup**

Today's global marketplace presents many opportunities and challenges in international trade, making knowledge essential to succeed internationally. As a result of globalization, a number of barriers to trade have been created for companies worldwide. *How do you move goods across borders? What are the labelling requirements in a foreign country? How do you find out what requirements a buyer in Europe has and what makes those different from a buyer in North America?*

Kisserup assists Small, Micro and Medium Enterprises (SMEs), International Financial Institutions (IFIs), governments and Business Support Organisations (BSOs) worldwide in identifying and increasing export opportunities.

### INTERNATIONAL TRADE TRAINING

*What training do you need to impact your export strategies?*

### SME CAPACITY BUILDING & MENTORING

*What is holding your organization back? Can you do more with fewer resources?*

### ECONOMIC DEVELOPMENT, TRADE & COMPETITIVENESS

*Do you need to create or implement a trade strategy? Do you know if you are competitive internationally?*

### INSTITUTIONAL STRENGTHENING & DEVELOPMENT



*Does your organisation need to further develop its capacity to support your export efforts?*

### GLOBAL SUPPLY CHAIN

*Where do you fit in the global supply chain? Do you have a green supply strategy?*

### FOREIGN MARKET IDENTIFICATION & INTELLIGENCE

*How do you find your customers? Do you know what and where they buy today?*

### TRADE POLICY FORMULATION & NEGOTIATIONS

*Do you know your preferential trade agreements? Do you take advantage of trade agreements?*

### CULTURAL DIFFERENCES IN INTERNATIONAL TRADE

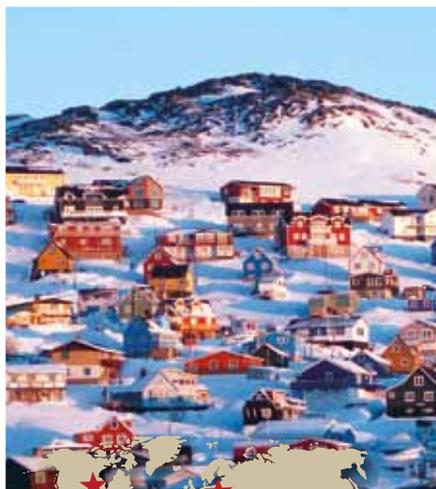
80% of deals that do not happen (even if price, product and service are a perfect match) fail due to cultural misunderstandings. *Do you know how to deal with cultural differences?*

“With experience in over twenty-five sectors, in more than ninety countries and on every single continent (except Antarctica) since 1998, Kisserup International Trade Roots has been a driving force behind job creation, employment growth and career improvement by providing export development, mentoring and trade training to companies and organizations — across borders, barriers, oceans, attitudes, limitations and differences.”



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