

Entering the European Market



Market Entry Consulting Services for SME's

They say, you can touch the sky if you find the strength within but you can surpass the sky if your strength is guided in the right direction."

The EU countries alone have a combined GDP greater than that of the United States. Small and Medium Sized Enterprises (SME's) need to take well planned and strategic decisions for a successful entry into the European markets. PSD Global provides one of the best sales and marketing, business development, corporate management and operations support to the SME clients across various industries, with special focus on technology and telecommunications sector.

Whether you are an organisation belonging to Europe with plans to expand overseas, or an international organisation willing to enter the European Market, PSD Global has a perfect blend of proprietary methodology, market credibility, network of contacts and record of success to maximize your growth potential.





STRONG MARKET FOCUS

With its headquarters in Washington, DC and associate offices in Miami, Munich, New York, Toronto, Buenos Aires, and Sao Paulo PSD Global is well equipped to meet all the needs of clients willing to enter European Markets. We have an advantage of ‘personal-touch’ that we get from our local offices and our expert associates providing sector and industry-specific contacts and valuable in-country expertise.

International and Local Expertise.

With a team representing several nationalities, knowing multiple languages and with an exposure of more than 150 countries, PSD Global has an unparalleled local touch everywhere. Any firm of Europe will be guided in the best possible manner for a global reach and vice versa with expertise in the following areas :

- Senior business management
- Operations
- Private sector development
- Institutional strengthening
- Finance
- Sales and marketing
- International trade
- Human resources and training
- Intelligence
- Government relations

Assistance in Operations

With International reach and Local touch, PSD Global provides expert assistance in operating your office in major European cities like London, Munich, Paris, Madrid, Berlin, Vienna, Manchester, Rome, Naples etc.. with assistance in day-to-day operations, generic troubleshooting and constant planning growth strategies so that your venture may expand in terms of revenue and volume of operations.

Experienced Global Team

With a work experience of over 1000 Global firms to SMEs and start-ups, PSD Global has in its credentials, a variety of success stories that make it rich in quality experience and a network of relationship:

- Software Vendors
- System Integrators
- Telecom carriers
- Government Contractors
- Business Associates
- Government agencies
- Corporate Boards
- Association Boards
- Fortune 500 companies
- Consulting firms
- Energy companies
- Wireless/mobile companies

Thus, PSDs Global is exactly what you need for an assurance of success.

Our Services :

- Market Entry Strategy Development and Analysis
- Sales and Business Development
- Marketing Plan Implementation, Public Relations and Media/Analyst Management
- Partner, Reseller and Integrator Alliance Management
- Direct Business Representation – Local Office Openings
- Local Support Infrastructure Creation and Management
- Competitive and Strategic Analysis

With a team providing 25 years of regional and international expertise, PSD Global provides the best-in-line services that multiply your growth potential.

Why PSD Global ?

Choose PSD Global for one reason and one reason only, i.e. ‘Assurance of Success’. This is because we provide unmatched expertise and quality of service in terms of local understanding, global outreach, focus and contacts. This is verified by numerous big and small firms that have written their success stories with the help of our expertise. Therefore, PSD Global automatically becomes the preferred choice of any intelligent organisation willing to establish its name in the European Market Structure as we provide services like no other. Our primary focus is not just short-run revenue generation for a firm, but helping write a long-term success story that remains rock-steady for decades and decades to come.