

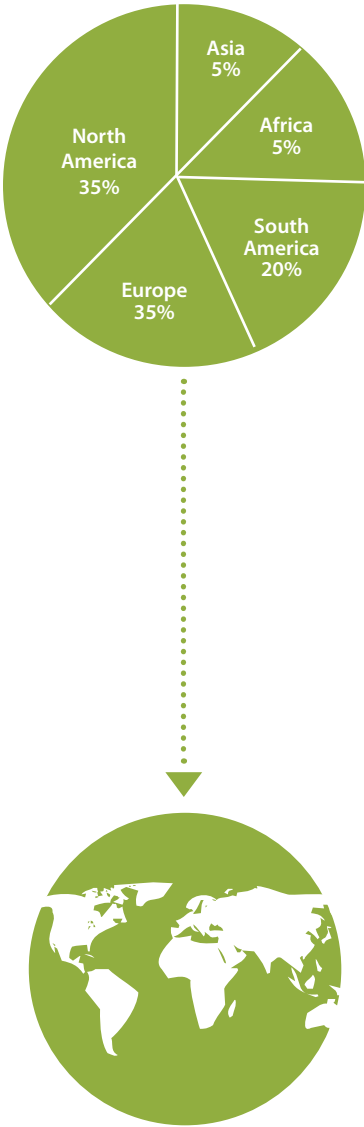
# Building bridges for success across global business and emerging markets





UNLOCKING YOUR GLOBAL POTENTIAL

Whether you're an IT company in Nice, an economic development agency in New York or a global aid agency in Nairobi, PSD Global has the resources and expertise you need to expand across borders. From international import/export and new market entry plans to global aid programmes and risk assessment initiatives, the PSD Global team offers more than a combined four decades of international management consulting experience. With local expertise across more than 150 markets, PSD Global is the international management consulting firm that can take care of all your global expansion needs.



Buiding Bridges for International Success

Since 1999, PSD Global has been serving the international expansion needs of companies, governments and agencies in more than 35 countries. Originally founded to serve the global requirements of the growing IT market, PSD Global achieved early success helping some of the world's most recognized companies, including AOL and Savvis, reach their international expansion goals.

Building on this early success, PSD Global expanded operations to economic development – helping agencies across the world attract investment and promote trade from successful technology companies. Over the years, PSD Global has continued to add new services and groups to address the ever increasing needs for global development, international risk assessments and cross-cultural training.

With a determined focus on high quality standards and locally-focused solutions, PSD Global now counts numerous success stories from companies and organizations across the globe, with a special focus on the Americas, Europe and Africa.

International Focus. Local Expertise.

With a truly diverse team representing several nationalities – and with experience in more than 150 countries - PSD Global has the expertise and reach to serve your international expansion needs – locally. Each of our team members speaks multiple languages and offers an average of 25 years of regional and international expertise in one or more of the following areas:

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

Helping you grow and thrive in an unknown marketplace





## PSD GLOBAL SERVICES AND DIVISIONS

PSD Global brings together the private and public sectors by leveraging our global experience across organizations - and across the world. To help you achieve high-quality and cost-effective results internationally, we apply our trusted expertise across our four corporate divisions:



### International Business and Market Entry

*Helping SMEs achieve profitability in global markets*

Small and medium-sized enterprises (SMEs) have unique needs when it comes to international expansion and achieving profitability in global markets. From business development, strategy and sales and marketing to corporate management, operations and cross-cultural and management training, the International Business and Market Entry Division takes care of even the most complex market entry initiatives – so SMEs can focus on their core businesses.



### Economic Development

*Helping economic development agencies attract foreign investment and trade*

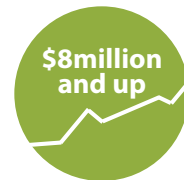
Economic development agencies need to effectively promote their regions to the right executives in order to attract international investment and promote trade. Our Economic Development Division experts work closely with these agencies and supply expertise to generate qualified leads - in order to match each agency with the right investors. From focused call centre operations to global branding campaigns and organized trade missions, we leverage our contacts and strategic relationships across all our divisions in order to maximize each agency's international investment potential.



### Global Development

*Helping public and private sector groups maximize aid and global development programmes*

Global aid and development programmes need to maximize effectiveness in order to truly serve their local communities. Our Global Development Division provides training, consulting services, technical expertise and direct assistance to both public and private sector groups as well as Non-Governmental Organizations (NGOs) in order to achieve global aid initiatives. By leveraging local companies and talent as well as our expertise and contacts across all PSD Global divisions, we're able to maximize aid to local communities.



### Global Risk

*Helping governments and large corporations assess economic, political and security risks*

Corporations and governments alike require information and intelligence in order to assess business, political and security risks. Whether entering new markets, evaluating new business partners or considering new acquisitions, our Global Risk Division has the expertise and network of intelligence and foreign service contacts necessary to effectively assess risk - and provide the information needed to make accurate decisions.

# Guiding you to wherever you want to take your business





## WHY PSD GLOBAL?

With an expansive global network, international expertise and local market knowledge, PSD Global leverages experience across all our divisions to make your international expansion project a success – as quickly as possible. But don't take our word for it. Just ask our many satisfied clients who have faced international expansion challenges just like yours.



● **Global Network** Whether you want to meet the president of a Canadian IT company or provide economic aid to a village in Madagascar, PSD Global has the right team and network of contacts you need. From Europe, Africa and the Asia-Pacific to North and South America, we maintain a strong local presence in order to best help you achieve your global goals – as quickly and effectively as possible.

● **International Expertise** Every member of the PSD Global team has lived and worked in countries other than their own – and holds multiple nationalities. And, with our regional approach and focus on local recruiting, we can provide real international solutions. Most importantly, we understand the intricacies and local culture of each country and can effectively apply this knowledge to your international strategy.

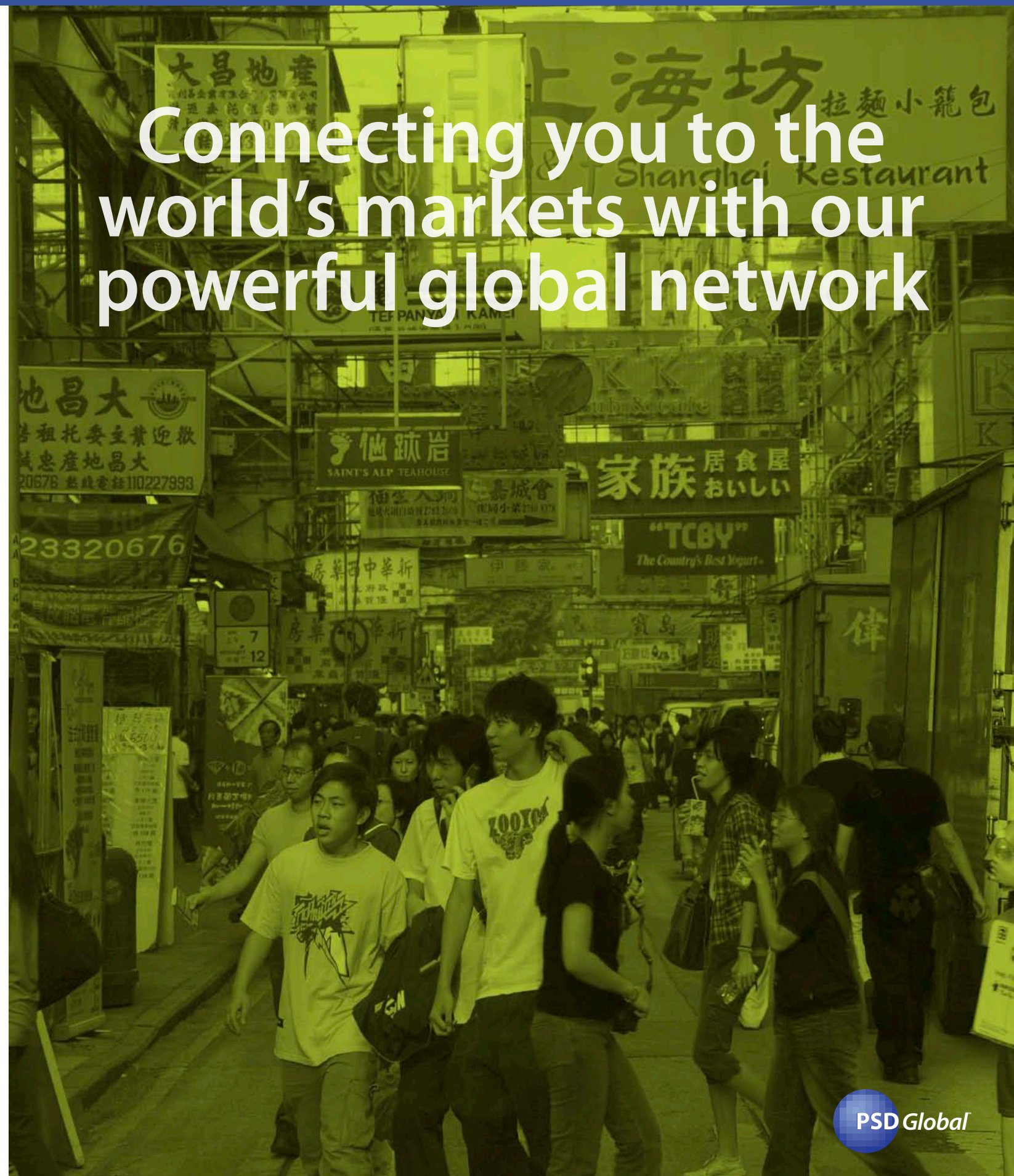
● **Rapid Time to Market** Whether you're launching a new product or opening an office in a competitive marketplace, we know you need to make it happen – fast. By using proven methodologies and well-honed project management techniques, we focus on rapid results – and make sure you achieve your international objectives before that small window of opportunity closes.

● **Cross-functional Experience** We know that your international project doesn't exist in isolation. That's why all of our divisions share information – and expertise. For example, if our Global Development Division is working with an aid organization in Brazil, we may already have valuable contacts with companies being assisted by our Private Sector Development Division. By sharing knowledge and leveraging experience, we can maximize results across all divisions.

● **Unparalleled Understanding of Local Markets** When you're entering a new market, you need a partner who knows the local region. With a diverse team encompassing local on-the-ground experience in more than 150 countries, PSD Global brings an unparalleled understanding of regional customs and business practices – to give you the best chance of success.

● **Experienced Team** All of our team members and partners hold an average of 25 years of related work experience, speak multiple languages and have built success for numerous clients. This means you can be sure that your project will always be led by an experienced and seasoned professional who has only one goal in mind - your success. And, with most of our projects coming in through referrals, you know you're in good hands.

# Connecting you to the world's markets with our powerful global network







PSD Global's headquarters are located just outside Washington, DC, in the Northern Virginia high-tech corridor.

## CONTACT US

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