



IBS GLOBAL consulting

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Capability Statement

IBS Global Consulting, Inc. is a minority and certified woman-owned international business development and marketing consulting firm headquartered in Troy, Michigan USA. IBS Global Consulting offers a range of high quality advisory and marketing support services to both public and private sector entities, including small and medium-sized enterprises (SMEs), around the world.

We assist companies across a broad range of industries in entering or expanding into markets throughout North America, Asia Pacific, Latin America and the Caribbean, Europe, Africa and the Middle East.

Corporate Profile

SBA Certified WOSB; EDWOSB FEIN: 26-4650745 DUNS: 831102210 CAGE Code: 69VK6

NAICS Codes: 541611 • 541613 • 541614 • 541810 • 541820 • 541830 • 541860 • 541910 • 561920

Market Entry Capabilities

We collect and analyze data to evaluate existing and potential markets for your products and services. We identify competitors and research market conditions or changes in the industry that may affect your sales.

- Market Research
- Feasibility Studies
- Consumer Research
- Competitive Intelligence
- Market Entry Strategy
- Site Selection and Analysis
- Export Readiness Assessments
- Import/Export Market Development

Business Development Capabilities

We help you facilitate sustainable business development solutions to help you penetrate new markets and position your overseas growth initiative for optimal success.

- Company Formation
- Representation Services
- Global Management Consulting
- International Business Plan Development
- Local Office Set-up (Subsidiary/Branch)
- Negotiation Support
- Distributor / Agent Search
- Joint Venture Partner / Investor Search
- In-Country Visits / Business Tours / Meetings
- Business Matchmaking / Appointment Setting

Trade & Export Development Capabilities

Our customized export marketing solutions are designed to assist government agencies - *operated at federal, state, regional and local levels* - in attracting inward investment and increasing exports.

- Export Promotion
- In-Country Promotion Strategy
- Export Marketing Communication Strategy
- Local & Regional Marketing and Promotional Activities
- Trade Mission Planning / Reverse Trade Missions / Study Tours
- Trade Lead Generation
- Entrepreneurship & SME Development
- Capacity Building & Development
- Economic Development Consulting
- Investment Conferences, Export Forums, Road Shows and Seminars

Training Capabilities

IBS Global Consulting offers training programs and seminars to help you build more successful business relationships with international partners and customers.

- Cultural Training Workshops and Seminars
- Global Business Etiquette & Protocol
- “Doing Business In” Country Specific Workshops (30+ countries)
- Export Training & Development Program

Marketing and Advertising Capabilities

We design, create, and deliver marketing programs to support the growth and expansion of your company’s products and services.

- Global Marketing Strategy
- Integrated Marketing Services
- Global Brand Development
- Social Media Marketing
- Export Marketing Plan Development
- Public Relations and Communications Strategy
- Product Publicity
- Advertising Design & Consulting
- Creative and Media Placement
- Multicultural Marketing Campaigns
- Translation & Localization of Marketing Materials
- Collateral, Point-of-Sale, Packaging Design

Sales Development Capabilities

We can help you identify and attract new customers. We assist in the development of a strong pipeline of new customers through direct and indirect customer contact and prospecting.

- Lead Generation
- Telemarketing Campaigns
- Sales Promotion Development
- Distribution Strategy
- Channel Management
- Sales Team Development

Event Marketing & Management Capabilities

IBS Global Consulting can help you connect your brand with people through innovative and insight-driven consumer events.

- Exhibition Planning
- Trade Show Marketing
- Experiential Marketing
- Event Marketing and Management
- Product Launch
- Product Sampling
- Promotional Events
- International Trade Show Support

Partial Client List

Brilliance
Alafia Air Cargo
Unity Defense Systems
FCS Automotive International
Absolute Technology Solutions
African Business Chamber of
Commerce USA

Testimonials

“Your creativity in the marketing field and your great ability to connect with the relevant networks worldwide has provided us with valuable opportunities” CEO, Brilliance – Paris, France

*“Your **Doing Business in Ghana** training program provided precisely the type of information and resources necessary for the successful completion of our first mission to Accra” President & CEO, Alafia Air Cargo – Detroit, Michigan USA*