

# Experience With Services for Trade Promotion Organizations

## About Us

MARKETIN EUROPE is a **business development and risk management consulting company** with **21-year experience** of supporting business growth and competitiveness in Europe. Our services include market research, competitive intelligence, early warning & monitoring, management consulting, business matchmaking, in-market support, including organization of trade missions.

The history of our business reaches back to year 2003, when Mr. Pavol Kopec, started to provide market research, competitive intelligence, strategic consulting and market entry support services under the brand MARKETIN. After a few years of operation and expansion of activities in the CEE region, MARKETIN CEE has managed to build a solid and rapidly-growing base of clients coming from various countries and industries. Since 2024, we are covering the whole Europe and have rebranded to MARKETIN EUROPE.

For more information visit: [www.marketineurope.com](http://www.marketineurope.com)

## Experience with Projects for TPOs

Besides various research, matchmaking or consulting projects for individual businesses, MARKETIN EUROPE also has experience in rendering various types of services for Trade Promotion Organizations (TPOs) and other organizations and bodies promoting business development of SMEs.

### Switzerland Global Enterprise



The longest cooperation, starting from 2010, is with **Switzerland Global Enterprise** (SGE; previously OSEC), which is the official Swiss organization for export and investment promotion. We serve as their Certified Expert for Central and Eastern Europe.

*"MARKETIN EUROPE is an extremely committed and customer-oriented expert firm, which can cover the entire Central and Eastern European region with their network. Their work is much focused, reliable, and complies with high quality standards."*

**Katalin Dreher**, Senior Consultant Eastern Europe, **Switzerland Global Enterprise** (our customer since 2010)

### Examples of projects for SGE (or former OSEC):

Business partner search (often followed-up by a fact-finding trip / organized meetings):

- Fastening Technology Distribution Partner Search in Hungary
- Search for Metal Parts Contract Manufacturers in the Czech Republic
- Search for Mechanical Engineering Contractors in Bosnia-Herzegovina & Croatia
- Search and Visits of Pool Safety System Distribution Partners in Hungary
- Fact Finding Trip for a Swiss Manufacturer of Office Furniture to Poland
- Fact Finding Trip for a Swiss Manufacturer of Design Furniture to Czech Republic
- Search for Hotel Furniture Manufacturer and Supplier in the Czech Republic
- Search for Interior Design Business Partner in Croatia
- Search for Kitchen Equipment Distributor in North-West Hungary
- Plastic Processing Strategic Partner Search in Hungary and Serbia
- Search for Surface Treatment Supplier in CEE (PL, CZ, RO, BG, BA, MK)

- Search for Solid Wood Table Manufacturers in Ukraine
- Search for pipe manufacturers in Slovakia
- Bottle-Packing Machine Market Potential Assessment in Slovakia
- Search for Civil Engineering Design & Planning Offices in CEE

Sourcing / M&A target search:

- Plastic Parts Supplier Search in Romania and Czech Republic
- Trip to Assess Electrical Cable Assemblers as Potential Targets for Acquisition in Hungary
- Trip to Assess Electrical Cable Assemblers as Potential Targets for Acquisition in Poland
- Search for Electrical Cables Plant as Target for Acquisition in Central Europe
- Search for Selected Food Processors as Acquisition Targets in Serbia
- Search for Resin Furniture Manufacturer as Acquisition Target in Slovakia and Poland
- Search for Resin Furniture Manufacturer as Acquisition Target in the Czech Republic
- Search for Welding Companies as Joint-Venture Partners in Hungary
- etc.

Strategic market research:

- Mechanical and Electrical Engineering in Central Europe
- Mechanical and Electrical Engineering in Central Europe
- Healthcare Training Programme Market Potential Country Benchmarking in CEE
- Consumption of Heating Oil in Central and Eastern Europe
- Software Developers Wage Benchmarking in EMEA (7 cities in 5 countries)
- etc.

Marketing surveys & analyses:

- Demand for Oil Controls among Local Heating Device Producers in Croatia
- Demand for Soft Bleached Wood for Paper Production in SE Europe
- Search and Visits of Pool Safety System Distribution Partners in Hungary
- Trip to Assess Electrical Cable Assemblers as Potential Targets for Acquisition in Hungary
- Trip to Assess Electrical Cable Assemblers as Potential Targets for Acquisition in Poland

Competitive intelligence:

- Real Estate Market Analysis & Due Diligence in Hungary

Quick consulting / analysis assignments (supporting the provision of free public services / advisory):

- Surgical Drapes and Back-Table Covers in Czechia
- Dental Practices, Technicians, Implant Brands in Czechia and Slovakia
- Technical Universities with Electric Engineering & ICT Faculty in CZ, SK & RO
- Transportation and Digitization Conferences and Events in the Czech Republic Contacts in Slovakia

Business location Analysis

- Country Benchmarking for Selection of Sensor Assembly Plant Location in CEE
- Technological Center of Excellence Location Benchmarking in CEE
- CEE Medical Technology Market Analysis & Benchmarking
- High-Tech Ceramics Plant Location Evaluation and Benchmarking in CEE (PL,SK, HU, LT, LV, RO)
- Curtain Plant Location Evaluation and Benchmarking in Central Europe (DE, CZ, SK & HU)
- CT Office Location Analysis and Benchmarking in Europe (cities in DE, AT and PL)
- Search for Civil Engineering Design & Planning Offices in CEE
- Software Development Office Location Analysis and Benchmarking in EMEA (13 cities)
- Space Engineering SSC Location Analysis and Benchmarking in Europe (7 cities)

## Business Finland

### BUSINESS FINLAND

Cooperation with **Business Finland** started in 2021, but it was basically a follow-up on a cooperation with similar previous agency Finpro, with which there was a short cooperation in years 2003 – 2008. Business Finland is Finland's official government agency for trade and investment promotion, innovation funding, travel promotion and talent attraction.

#### Examples of projects for Business Finland (or former Finpro):

Business partner search (often followed-up by a fact-finding trip / organized meetings):

- Sales Lead Generation for Finnish Smart Solutions Suppliers in Czechia and Slovakia
- In-Market Support for Finnish Companies from Battery Value Chain in Czechia and Slovakia

Strategic market research:

- Assessment of HEPAC & Electrical Products Market Potential in Slovakia

- CEE Battery Market Analysis and Opportunity Mapping (CZ, SK, HU, RO)

Competitive intelligence:

- Household Aluminum Foil, Plastic Grocery Bags and Waste bags Mystery Shopping in Slovakia
- Kitchenware Products Mystery Shopping and Benchmarking

Trade Missions:

- Local Assistance for the Trade Mission of Finnish Smart Manufacturing Solution Providers to Czechia
- Matchmaking and Other Professional Support Services for Finnish Automotive Trade Mission to Czechia

## Business Wales



Indirectly, as a sub-supplier of Kinetic Cubed Ltd., we have also worked on the International Trade Development (ITD) projects for **Business Wales** since 2016. The Business Wales services provided specialist advice and guidance which was fully funded to support people in Wales that are starting, running and growing a business in Wales.

### Examples of projects for Business Finland (or former Finpro):

Business partner search (often followed-up by a fact-finding trip / organized meetings):

- Protective Clothing Distribution Partner Search in Poland
- Search for Industrial Electronic Supply & Repairs Partner in Poland
- Long List of Security Fasteners Distributors in Poland and Czech Republic
- Search for Industrial PU Garment Distributors in Slovakia
- Search for Premium Welsh Dog Food Distributor in Czechia

Other:

- Consulting as an International Expert at the Event Called 'Explore Export Cardiff'

## Other



Indirectly, as a sub-supplier of Export Partner, B.V., we have also worked for the **Netherlands Enterprise Agency** in 2023, and acted as Matchmaker for the Trade Mission of Dutch Smart Manufacturing Solution Providers to Brno MSV Fair in Czechia.



In consortium with Dreberis GmbH, for the German **Federal Ministry of Food and Agriculture**, we have conducted the Search for Food Buyers in Slovakia and then organized a B2B matchmaking & food tasting event for the German firms from the food sector in 2016.

## Get in Touch with Us

If you are planning a trade mission and you need support, reach out to us today.



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Book a Call with CEO, Mr. Pavol Kopec  
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