

# Expand your business





## Who we are

COLUMDAE Export Specialists develop your new rapid export growth: implementing your sales opportunities abroad with unique business contacts and commercial information. We build up your advanced export channels to maximize your sales expansion and success.

As a true alternative to in-house resources, we offer a unique high level practical and advance sales experience on your new target market, with exclusive local know-how, contacts & network in the business community, and of course confidentiality.



# Looking for the best way to export and expand abroad?

Why Columdae is indispensable when you want to expand into new markets abroad:

- **We are Locals**
- We are Experts
- **We are Result Oriented**
- We save Your Time and Money
- **We optimize and capitalize your opportunities**



AI acquisition  
international  
the voice of modern business - est. 2010

# Business Excellence awards

COLUMDAE ApS

Best Business Export Support Services Provider - Scandinavia

2022

# Our Main Experties

## Partner Search

Finding new  
Distributors and  
Partners

## Client / Buyer Search

Finding new  
Clients, Rapid  
Export Growth

## Account Export Services

Managing &  
Developing your  
Export abroad

## Market Information

Competitor and  
market analysis

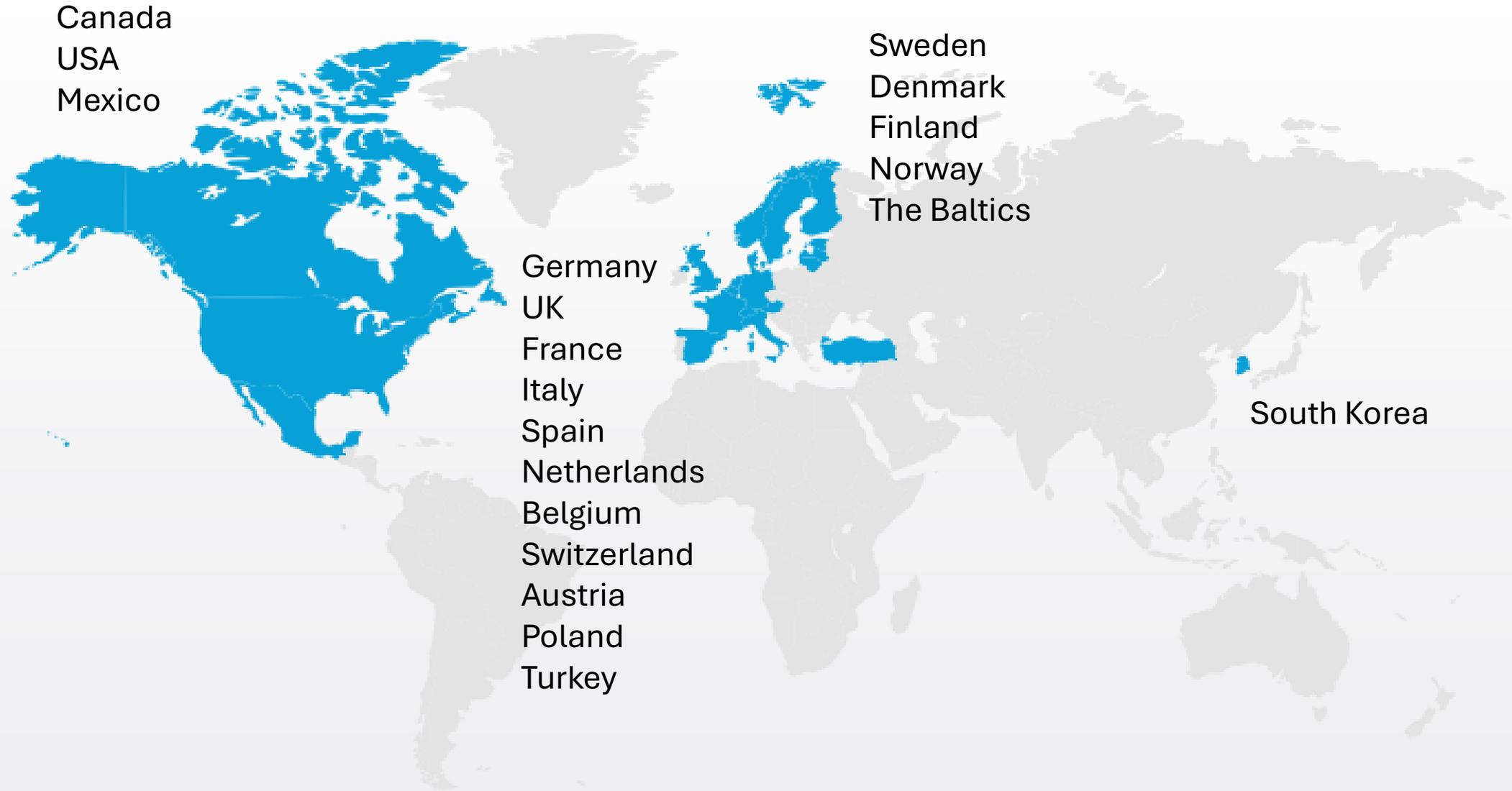
## Trade Delegation

Business  
mission in  
Strategic Market

## Tax & Legal

Tax, legal stand-  
point & support  
Procurement  
Tenders

# Our Markets



Canada  
USA  
Mexico

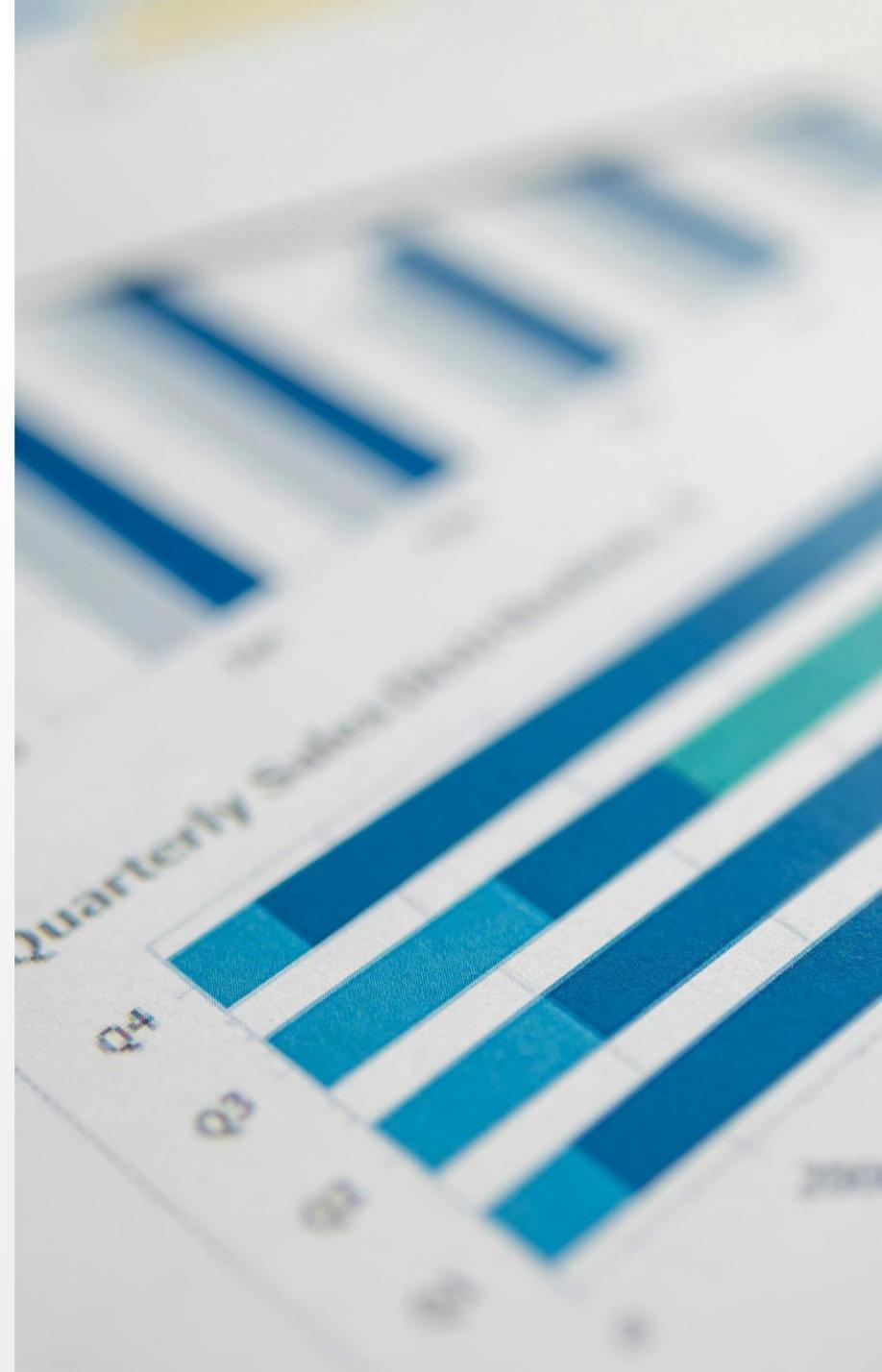
Sweden  
Denmark  
Finland  
Norway  
The Baltics

Germany  
UK  
France  
Italy  
Spain  
Netherlands  
Belgium  
Switzerland  
Austria  
Poland  
Turkey

South Korea

# How do we implement projects?

- 1. Free Preliminary Check**  
3-5 working days  
Local Export Specialist
- 2. Feedback from our Local Export Specialist**  
Project Potentiality to proceed or not
- 3. Proposal:**  
- 50% + 50% Success Fee
- 4. Start – 90 working days**  
Conference Call with local Export Specialist
- 5. Mid Report**  
45 working days
- 6. Final Report + Short List**  
Conference call Country Account



# Time Export Frame

## Start

**W. Day 1**  
02.01.2024  
January

**Kick off meeting**  
Mapping &  
Research  
Contacts

## Mid Report

**W. Day 45**  
06.03.2024  
March

**Long List  
+ Short List**  
Brain storming  
Talk

## Final Report

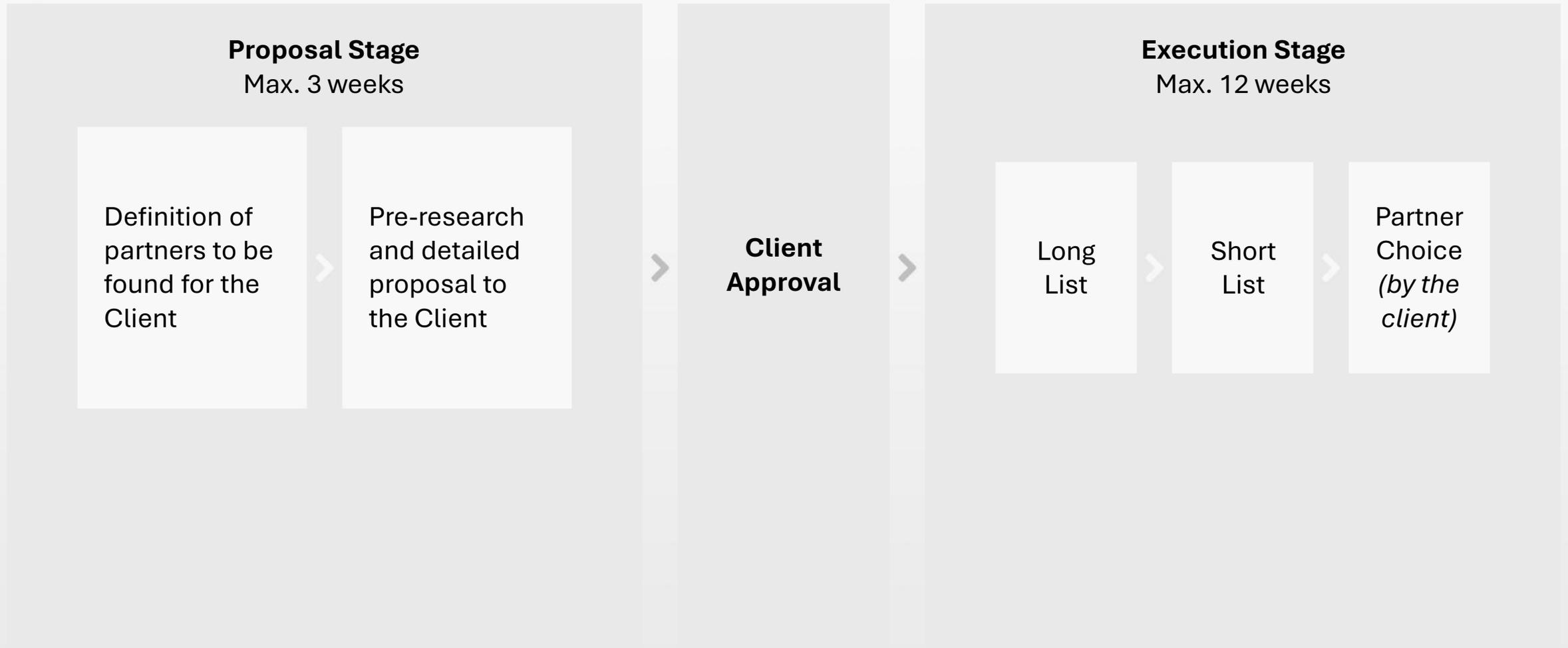
**W. Day 90**  
11.05.2024  
May

**Goal & Results**  
Long List  
+ Short List

**VC Potential Buyers**

**VC Potential Partners**

# The Project Process



# The Long List

1. Includes all companies that Columdae contacted for the Client
2. Gives basic information of the companies and indicates whether they are interested in cooperation with the Client or not
3. Specimen below (zoom to view)

Company	Country	Address	Phone	Email	Contact	Web page	Sector	Comments
<b>Berry Tec S.A.</b>	FRA	Rue de la Republique 12, FR 23456 Fontainebleau	+33 10 768 7060 21	<a href="mailto:jberry@berry-tec.fr">jberry@berry-tec.fr</a>	Mr. Jacques Berry, CEO	<a href="http://www.berry-tec.fr">www.berry-tec.fr</a>	Electrical installation products and lighting	Interested, see Short List
<b>Occitec S.A.</b>	FRA	Place Charles de Gaulle 2, FR 12345 Villeneuve	+33 50 387 5980 12	<a href="mailto:afoucault@occitec.fr">afoucault@occitec.fr</a>	Dr. Andre Foucault, CEO	<a href="http://www.occitec.fr">www.occitec.fr</a>	Electrical installation products and lighting	They are already representing the products of a competing supplier and are thus not interested in cooperation..

# The Short List

1. Detailed information of companies interested in cooperation
2. Contents can be customized
3. Specimen on the right



## Takkahuone Osk

Fireplace and Stove Retailer

### Company Profile

Takkahuone Osk is the central marketing and sourcing organization for the Takkahuone chain of independent fireplace and stove retailers in Finland. Osk is an acronym of "osuuskunta" or cooperative in Finnish. The cooperative was established in 2019.

There are more than 20 independent dealers within the Takkahuone chain in Finland. Most of their new product selection takes place via the cooperative. Typical products sold in Takkahuone stores include fireplaces, stoves, and sauna stoves. The brands they sell include Camina, Contura, JC Bordelet, LEDA, La Nordica, Nordpeis, Platinum Spas, Schmid, Stuv, and Warma Uunit.

The total space of all Takkahuone stores is 2 650 square meters, and they show 750 different stoves.

Takkehuone Osk is located in Turku in Southwestern Finland, about 15 minutes from Turku Airport (TKU) and two hours by train from Helsinki. Takkahuone chain employs a total 26 people.



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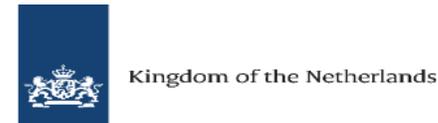
# Some of Our Latest References



# Some of Our Latest References



# OUR MEMBERSHIP, AFFILIATIONS & COOPERATION



# OUR MEMBERSHIP, AFFILIATIONS & COOPERATION



# What We Offer To Our Key Stakeholders

Associations, Chambers of Commerce, Banks, etc.





# Kari Mäkeläinen

Responsible of Global Research

- **COLUMDAE ApS** - Helsinki-Amsterdam  
Head of Global Export Research Unit
- **KOTRA** - Seoul-Helsinki  
Consultant and Senior Consultant
- **FINPRO** - Helsinki-Seoul  
Market Researcher
- **UMIST** - Manchester Business School  
Master of Science in International Business
- **St Andrews University**  
Master of Arts in International Relations



# Marialois Lillith Dresselr

Head of Nordic Business Unit

- **COLUMDAE ApS**  
Head of Northern European Unit
- **Danish Trade Council**  
Senior Consultant
- **Catalonia Trade & Invest**  
Senior Consultant
- **Aarhus University - International Business**
- **KTM Master** - International Business



# Tehri Lignell

Head of Central European Unit

- **COLUMDAE ApS**  
Head of Business Unit Germany – Munich
- **Gigaset Communications GmbH**  
Munich - Project Manager Carve Out
- **Siemens Communication Division**  
Munich - Manager Business Strategy, Project Manager Sales Development, Sales Performance Controller, Market Researcher
- **University of Vaasa**  
Finland - M.Sc. (Econ.) in International Marketing



# Miquel Ros

Head of South European Business Unit  
and Mexico Region

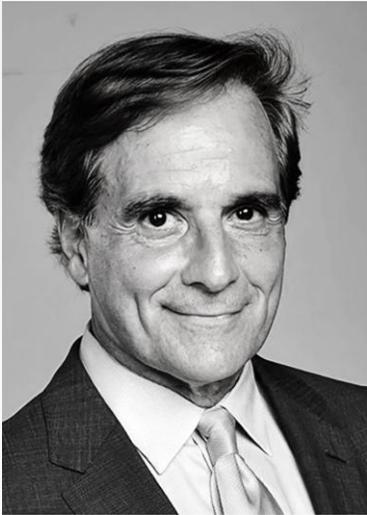
- **COLUMDAE ApS**  
Head of Business Unit South Europe - Barcelona
- **ICEX** - Netherlands Trade Office
- **Empordex**, Immfly, Eastern Europe Biz Dev  
Manager
- **Allplane.tv** - Sales Director
- **London School of Economics**  
Msc Pompeu Fabra
- **University in Barcelona**  
BA Economics & Management



# Hyeo Jin MOON

Head of Korean and East Asian Unit

- **COLUMDAE ApS**  
Export Director EAST ASIA - Seoul
- **KOTRA, Seoul-Paris**  
Marketing Project Manager at KOTRA
- **LG Electronics, Seoul**  
Export Manager
- **INAsup**  
D2A Master Droit, économie et Marketing ·  
(2018 - 2019)
- **서울대학교** (Seoul National University) - MBA



## Laurent Kahl

Head of North America Unit – USA & Canada

- **COLUMDAE ApS USA**  
Director – North America – Atlanta, Georgia
- **South Carolina Ports Authority**  
Regional Cargo Manager – Northeast US
- **Kaiser Aluminum**  
Export & Sales Manager
- **Member of Georgia District Export Council**
- **Georgia University – MBA**

# Why Columdae?

- In-depth knowledge of the target markets and relevant companies within due to our LOCAL touch and unique network.
- Long experience in Export Rapid Growth enter in New Markets.
- Possibility to draw on the expertise of Columdae's international network, with several decades of combined Advance Sales experience.
- **Thus, we save your Results, Time and Money.**





# We know the markets - because we are local.

## Your Challenges

- Large distance to your new market.
- No local contacts or network.
- Different culture and business etiquette.

## Columdae

- ✓ We know your new market because we were born there: key business culture and language.
- ✓ Strong network thanks to our Local Staff: Senior Business Advisor from own Governmental Trade Agency.
- ✓ We know what to do and what NOT to do: be local, success global.



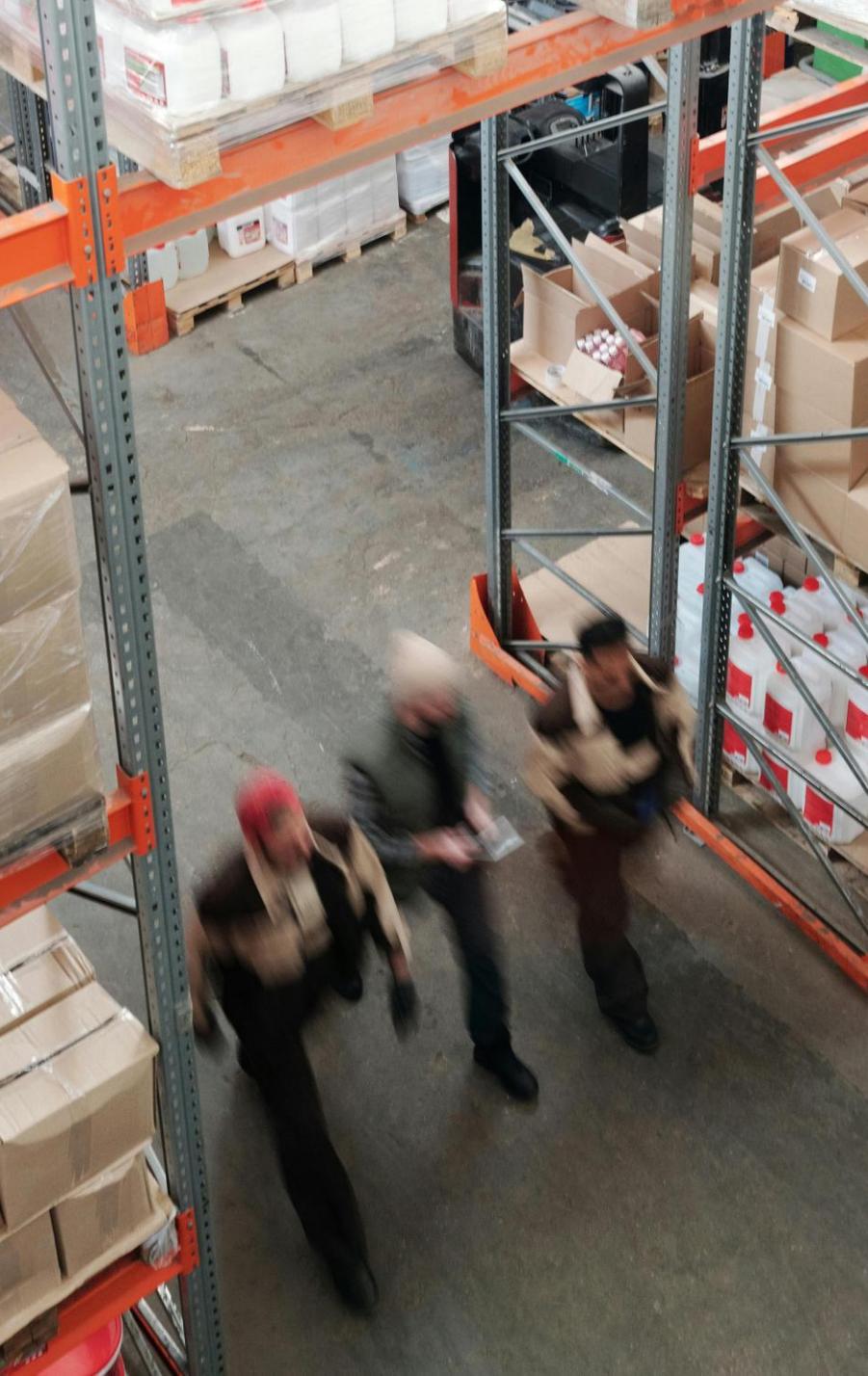
# Expand your exports now - not tomorrow!

## Your Challenges

- Spending too much time getting to know your new market.
- Wasting time with the wrong contacts.
- Losing operative energy.

## Columdae

- ✓ We have a strong expertise in your new markets.
- ✓ We implement the key contacts.
- ✓ Focus on your core business, adding value to your products.



# We save your efforts, time and money.

## Your Challenges

- Sales department without local contacts or expertise.
- Timing?
- Costs?
- Permanent HR costs.
- Market research can be time consuming and expensive.

## Columdae

- ✓ A wide network with key contacts levels.
- ✓ Flexible structure, optimize cost: Outsourcing + target oriented.
- ✓ We turn your investment into results.

# We Make Your Business Expand

+88,6% success stories (2024)

+36% new clients (2024)

[export@columdae.com](mailto:export@columdae.com)



**Columdae**