

Global Synergy - Today's Market Frontier

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Photo courtesy of CanadianSwissInvest Inc.

Scobalit's products called Scobamats

Many companies are experiencing challenges with the current times of shaking in the form of stagnant growth and profitability concerns. The increasing complexity, competition and vulnerability due to global events are a reality for almost any business independent of their size and market place. But the times we are in also offer great opportunities to shake off old habits and to get prepared for the next economical upswing.

The Canadian based company CanadianSwissInvest Inc. has proven this approach during the worst financial crisis in 2008 and developed a successful business concept which supports companies in their expansion and re-positioning plans.

Born in Fort St. John, BC, the president and founder of CanadianSwissInvest Inc. has been involved with many international mandates involving small to midsize enterprises (SMEs) to over-

come international hurdles required to grow and become leaders in their business niche.

This is possible through the business vision of CanadianSwissInvest Inc., which foresees capitalization of international business potential and synergies between the top benchmark nations Canada and Switzerland (incl. Germany and Austria). These two countries represent the ideal strategic entry doors for subsequent expansion steps into the



President and founder of CanadianSwissInvest Inc.

bordering largest free trade markets NAFTA and EU.

The following testimonies illustrate how this transatlantic bridge for trading and investment between Europe and North America works and how Canadian companies can benefit in a very practical way. It also shows some of the main issues SME's face and common factors that hinder them in growth and profitability:

One of our clients is a SME solar company in Canada, who wants to become a global leader. The key struggles were in the areas of financing and technology. CanadianSwissInvest Inc. analysed the situation and found the solution in Germany, the leading nation in the solar industry.

It was an intense process over eight months that finally led to the perfect solution of not only having the opportunity of owning a high tech solar manufacturing plant and therefore technology, but also having access to a grant of 35 Million CAD approved by the European Union Grant Commission.

Another client is Scobalit, a Swiss manufacturer, who developed the lightest and strongest ground re-enforcement mat in the industry used to build access roads and platforms. This company wanted to concentrate on their own core competences, which is manufacturing of high tech products. They wisely outsourced their entire sales and marketing for the North American territory to CanadianSwissInvest Inc.

This product has just recently been successfully tested by a large Canadian logistics company and has proven the unique attributes, which will enable them to complement their

existing products and services to stay competitive in the future and gain additional businesses as new innovative applications can be offered to their clients.

Drehfix Systems, is a German company which invented innovative fastener systems for pipes saving up to 80 per cent in labour costs while being stronger than traditional systems. This company actually won the European prize for innovation in 2008.

CanadianSwissInvest Inc. managed to use this latest fastener technology for the high-speed interlocking concept of Scobalit's ground re-enforcement mats. As a result of using these synergies our

exciting synergy opportunities arise with exponential benefit for all involved parties.

CanadianSwissInvest Inc. sees the future success of companies, by investing in strong and lasting business relationships, by opening up new foreign markets, by creating strategic partnerships using common synergies and potentials in a way that sustainable win-win situations are being created. CanadianSwissInvest Inc. has a carefully selected network of trustworthy international business partners-experts including public services that are being internally coordinated and enabled to offer extensive and complex system



Solar clients solar project in Ontario.

end customers get the best technology, Scobalit's products are more successful, Drehfix got additional business and CanadianSwissInvest Inc. could use the already established sales channel for two clients with less effort.

With the growing network of different international companies very

solutions from A to Z out of one hand in the local target market.

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