



Your *instant* European  
business presence





## MNG Europe: **Introduction**

Founded in 2008, MNG Europe SA is an outsourced business development & consultancy firm based in Fribourg, Switzerland.

Specialising in innovative technology companies, our expertise is in business development & account management, providing clients with a professional pathway to *enter, establish or expand* their business offering and market footprint in Europe.

For more information on our services & offering please write to us at [yourbusiness@mng-europe.com](mailto:yourbusiness@mng-europe.com) or visit our us @ [www.mng-europe.com](http://www.mng-europe.com)



Numerous challenges in trying to enter, establish and expand a business presence and market footprint in Europe.

- **Cultural differences**

- i. multiple markets - languages, style
- ii. difficult to support - ethics, idiosyncrasies
- iii. timezones

- **Business is brokered on relationships**

- i. business styles & approach - no country is the same
- ii. access to decision makers - difficult to identify & contact
- iii. unwritten protocols to adhere to - formalities

- **Closed contact network**

- i. difficult to generate & validate opportunities
- ii. good connections hard to identify
- iii. difficult inroads to channels



Business pathways into Europe include;



### **Penetrate from abroad (DIY)**

- Difficult to support: expensive travel, time away, timezones
- Restricted internal resources: experience, languages
- Limited contact network
- Company bandwidth issues: impacts speed to market
- Low ROI: energy out = energy in

### **Corporate Strategic Alliances**

- Time consuming: legal agreements, defining partnerships
- Visibility in region: branding
- Restrictions: competitiveness, expansion
- Uncertain ROI: is your partners focus also yours?
- Immediate market opportunities: revenue streams?



### **Pan-European Distributors**

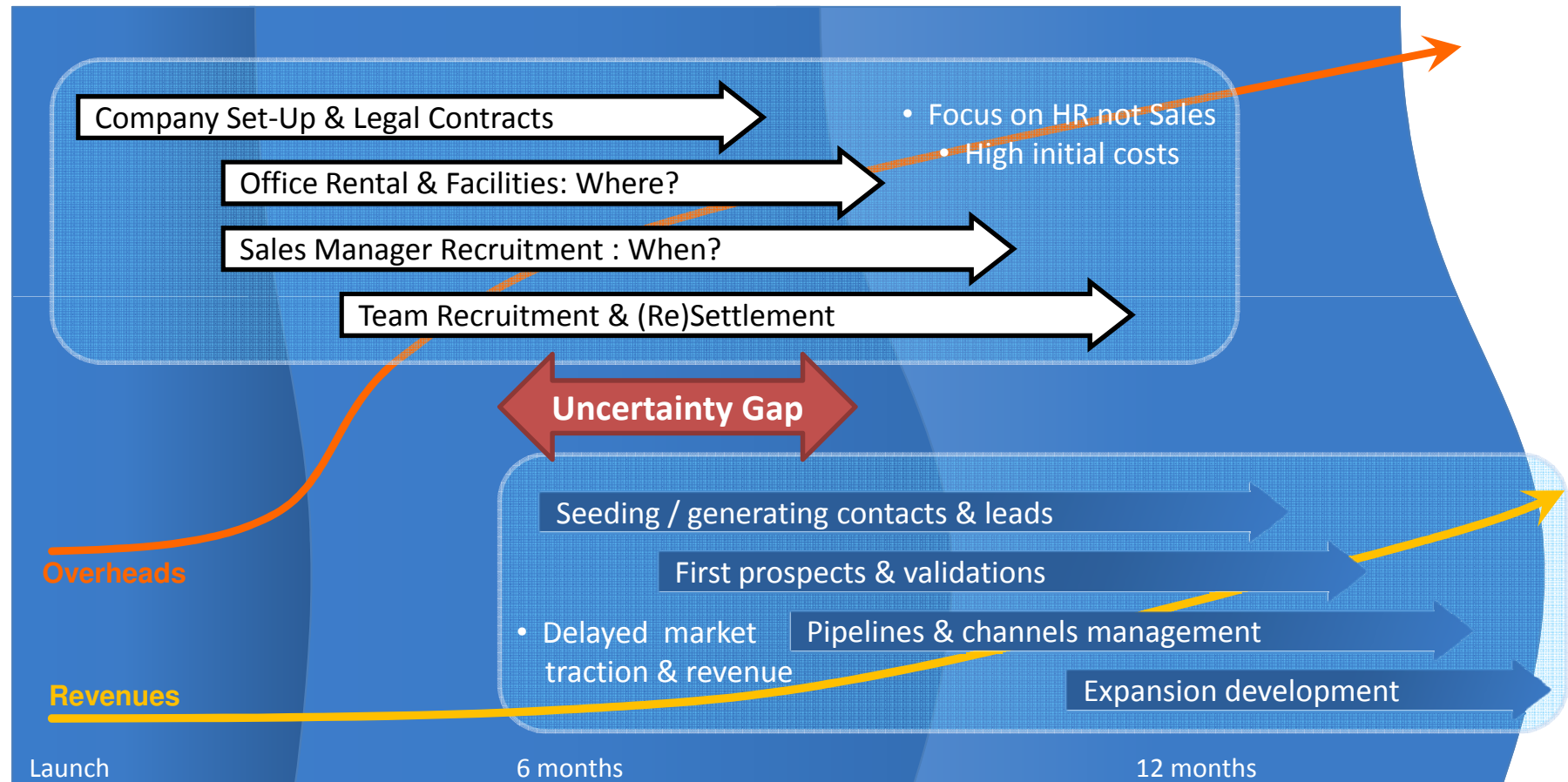
- No direct contact with your clients: feedback, missed opportunities
- Hidden within a large portfolio
- Best representation of your company? minimum performance required
- Technologically *au fait*? product competence/experience?
- The right model for your business: efficient?

### **Build Remote Operations**

- Legal entity & contracts: set-up, tax, regulations
- Costly up front overheads: office, staff, facilities
- Lengthy ramp up time: staff, contacts, pipelines
- Difficult geographical choice: location? market familiarity risk
- Language & cultural challenges

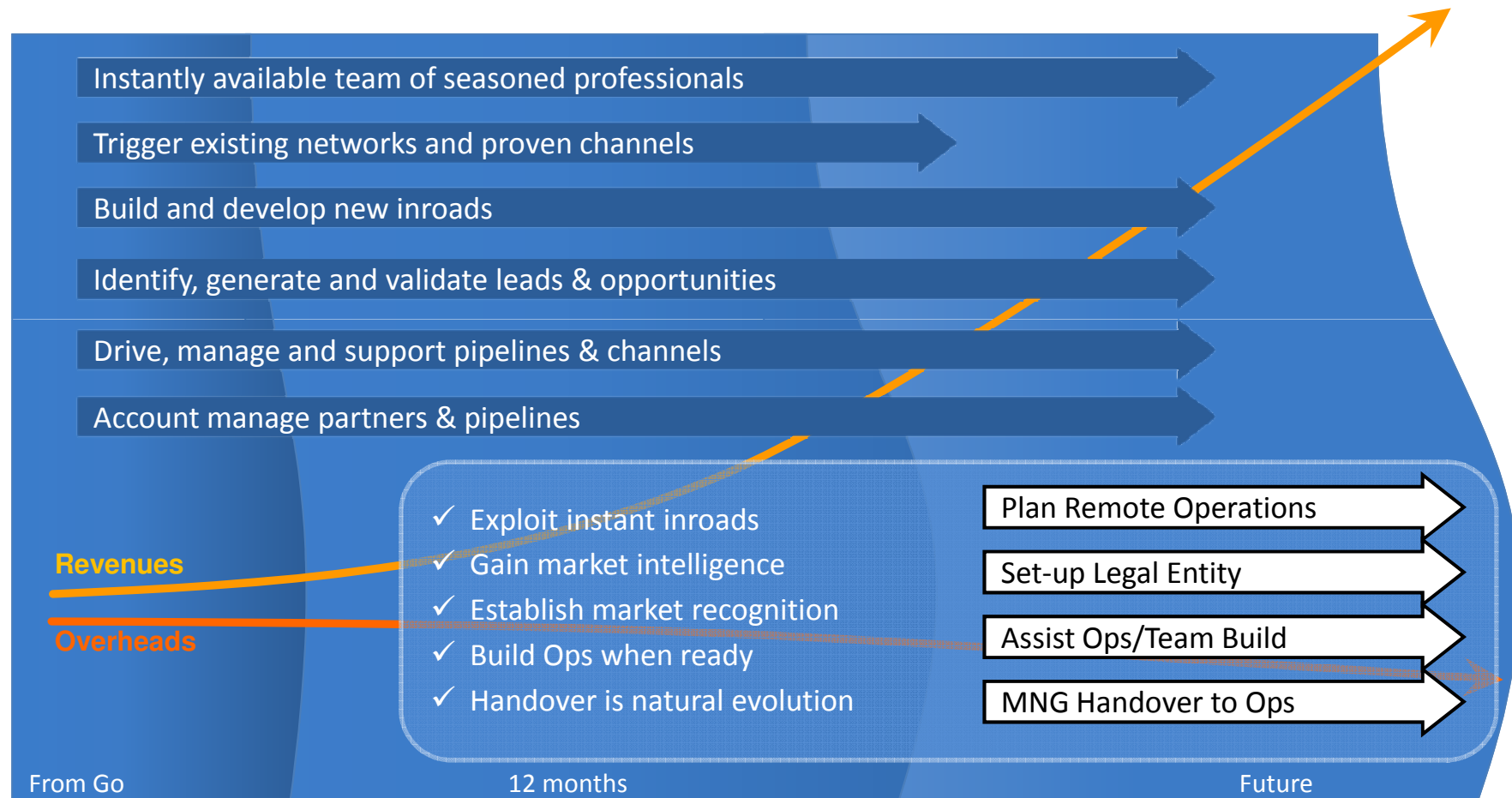


## Case Scenario: Build Remote Operations





## Case Scenario: **MNG Outsourced Ops**







## MNG Europe: **Your Advantage**

Our expertise is in business development & account management, providing clients with a professional pathway to *enter, establish or expand* their business offering and market footprint in Europe.

### **Successful Approach**

#### **Effectiveness**

We are the right solution whenever a direct presence has unknown risk, uncertainty, is too expensive or too complex.

#### **Efficiency**

Our business model offers significant benefits & advantages in terms of cost control, time-to-market, efficiency and lowering risk.

#### **Time to Market**

Our mode of operation will always offer greater efficiency and a faster time-to-market than other business pathways.

#### **Ability to Execute**

Our main differentiators lie in the quality, seniority & experience of our team of professionals to rapidly build and deliver revenue streams.

#### **Flexibility**

Our variable commitment offering provides flexibility to meet immediate needs and longer term options, adjusting the engagement accordingly.



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### What We Do

We drive, manage and support your pipelines & channel partners, as well as discover & build new additional channels to *continually expand* your market footprint and grow revenue streams.

- ☒ Business Development & Sales
- ☒ Account Management (Commercial & Technical)
- ☒ Project Management (IT, Telecoms & Software)
- ☒ Marketing, Company Formation & Localisation
- ☒ Additional Services (upon request)



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### What We Offer

We offer your business internationally gained experience in commercial & technical account management and a *proven ability* in building, developing and expanding channels & pipelines.

- ☒ Faster time to market
- ☒ Access to extensive pan-European opportunities
- ☒ Cost-efficient sale operations presence in Europe
- ☒ Dependable regional extension of your business
- ☒ Experience in cultural & regional diversity



## Your *instant* European business presence

### Business Efficiency



More Efficient



Less Efficient

A+++

### Experience

Proven Account Management  
Regional Business Intelligence  
Real-Time Channel Support  
Centralised European Based  
Technology Sector Experience  
Proximity to Key Markets  
Regional Language Skills

6750  
Man Hrs/Year

### Energy

100%

For further information on our business efficiency rating visit our website.

### Why MNG Europe

We are able to provide you with a truly *pro-active European presence*, supporting pipelines, managing accounts and responding to customer requests in real-time.

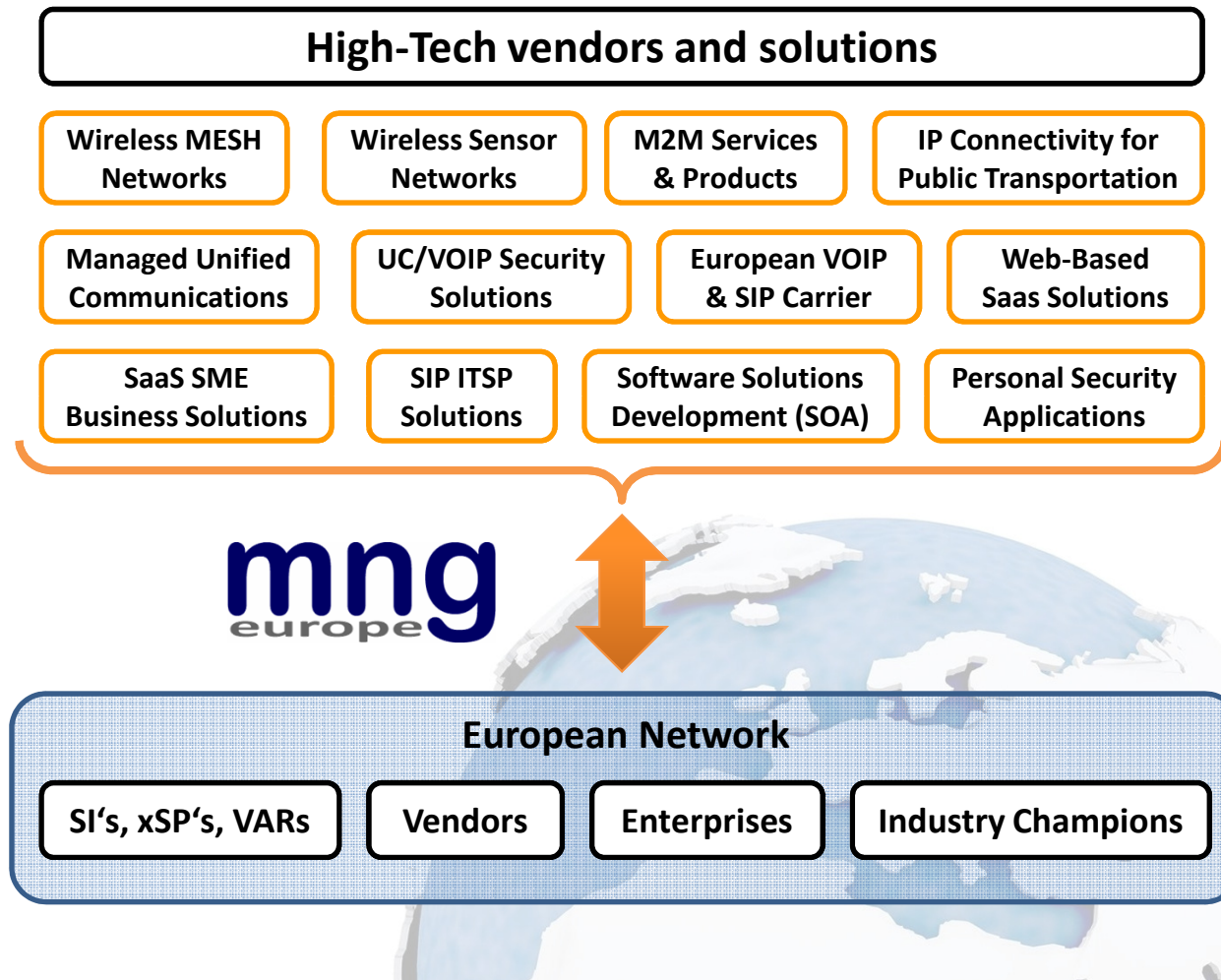
- ✓ Gain an instant business presence in Europe
- ✓ No ramping-up delays getting into European market
- ✓ No costly recruiting, onboarding & office overheads
- ✓ Instant business with channels & end-customers
- ✓ Plan/open your European Remote Ops in your time



## Our Ecosystem: **Real benefits**

We take advantage of overlapping synergies to introduce & promote your offering wherever the opportunity presents itself,

from both sides of the relationship table.



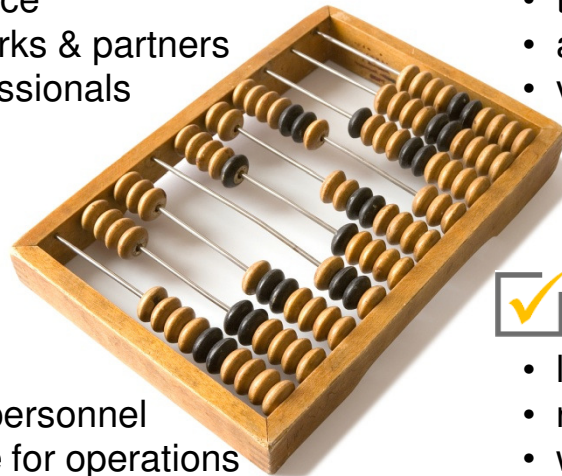
## Core Benefits: **Summing Up**

### ✓ **Faster time to market**

- instant European presence
- brand in market sooner
- lever local market intelligence
- connect into existing networks & partners
- technologically savvy professionals

### ✓ **Greater flexibility**

- meet your immediate needs now
- plan longer term options
- temporary or longer term engagement
- adjust engagement to business growth
- variable commitment offering (25%-100%)



### ✓ **Reduced risk**

- immediate market traction
- remove risk with untested personnel
- eliminate decision pressure for operations
- comprehensive management visibility
- tight operational integration

### ✓ **Reduced cost**

- legal entity set-up, fees & contracts
- recruiting, (re)settlement, onboarding
- work permits, salaries, insurances
- greater budget control, expenses
- expensive travel from abroad, lost time





## MNG Europe: Questions?

Don't hesitate to get in touch with us for further information on our services & offerings, or a friendly discussion about how MNG Europe can assist you with your business plans for Europe.

[yourbusiness@mng-europe.com](mailto:yourbusiness@mng-europe.com) or visit our us @ [www.mng-europe.com](http://www.mng-europe.com)

# Thank-you

