



# E.M. Wasylik Associates

Business Across Borders™

For over  
two decades  
EMW has expanded  
nearly 100  
clients' businesses  
to more than  
120 countries.

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## OVERVIEW

**E.M. Wasylik Associates (EMW) is an international business development firm that provides market research, export development, global marketing, and strategic advisory to both early-stage and experienced exporters and importers.**

EMW's focus is providing businesses the knowledge, tools, and resources to effectively enter or expand their reach in any global market, obtain actionable international market research, execute business plans and ensure ongoing sales efforts that drive business results.

EMW works very closely with clients, offering one-on-one solutions customized to the client's needs and objectives. EMW executes global strategies.

EMW takes a holistic approach to international business development by working closely with overseas distributors, customers, logistics experts and other third-party companies, as well as leveraging government resources at both the regional and national levels.

## The EMW Comprehensive Approach to International Business Development

### Find & Define: International Development

- First Steps, Outline Goals and Objectives
- Set the Strategy / Business Model Formation
- In-depth Market Research
- Build the Execution Plan
- Market Analysis and Entry Strategies
- Sales Plan Formation and Implementation

### Enter International Markets: Executions

- Strategic Planning
- Distribution Network Development
- Target Key Distributors, End-Customers
- Trade Shows Planning and Execution
- Brand Ambassador
- Logistics, Credit Management

### Expand Global Presence

- Global Marketing & Branding
- Distributor Network Development & Management
- Outsourced International Department
- Overseas Office Creation
- Establish 3PL Distribution Centers
- Subsidiary Formation

EMW is experienced in a wide range of industries, products and markets:

**Construction | Mining | Healthcare | Foodservice | Commercial HVAC  
Pool and Spa | Agriculture Implements | Industrial Machinery  
Portable Storage | Material Handling | Software | Industrial Components  
Food & Beverage | Audio Equipment | Specialty Cleaners**