



# Market access

## Why is market access important to develop business?

Finding the right market channel and partner is the last mile to success for any business. Solid partnerships increase their competitiveness and allow companies to develop their products and services.

Suppliers in developing countries face challenges in accessing international markets. Some do not have a clear strategy on market entry, and others are missing capacities to implement this strategy. For example, they need to know the right channel to reach the market, how to identify and select the right buyer, and how to communicate with them in the right way.

## How can ProFound's market access Solution help businesses?

We match suppliers in developing countries with buyers in local, regional and international markets. With a wide network of buyers worldwide, we help companies find their best match.

ProFound combines market access services with market orientation. This enables entrepreneurs to make informed decisions on target markets, segments and actions needed to reach them, before making a prepared market entry. Using our Market Potential Tool, we can identify natural ingredients with most potential on international markets. We adapt Market Access activities to specific objectives, export experience and capacities and pay close attention to ambitions and business planning.

## What market access products does ProFound offer?

Our market access Solution helps companies make the last step towards market entry, after [market analysis](#), [business planning](#) and [rural finance](#). Our products include: [B2B Matchmaking](#), [Buyers missions](#), [Matchmaking tours](#), [Trade fair support](#).

### Trade fair support

Our team supports [Trade fair preparation and participation](#) by suppliers and business support organisations. ProFound works in key fairs in the sector, including In-Cosmetics, Food & Health Ingredients Europe, BioFach and Vitafoods. Since 2015, ProFound organises the Organic Africa



Pavilion at BioFach to promote Africa as a source for high quality organic products and to give exporters a platform to meet international buyers.

## Matchmaking tours

Our **matchmaking tours** in Europe allow suppliers to meet potential business partners and gain insights into the market for optimizing business development. These events are usually organised around trade fairs and include extra educational activities such as seminars, shop and company visits.

## B2B matchmaking and buyers missions

ProFound offers direct **Business-to-Business matchmaking**. We engage directly with international business partners to create win-win situations. We can bring companies to target markets or take buyers on a **buyers missions** to producing countries.

## Need more information about market access?



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