



Candex do Brasil Ltda

Export Consulting & Market Research Services

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How and Why Candex's IBU?

In our mailings to promote our services and Trade Exhibitions in Brazil, we noticed the need to offer a set of supply-push programs, such as the **"IBU – International Business Unlimited"** option for our potential clients' participation in trade shows. **Through the IBU service, clients now have the option of participating in Brazilian trade exhibitions without the need to travel to Brazil.**

Under the IBU service:

- A Candex representative becomes well informed regarding your company's product or service and objectives;
- Candex ascertains the exact type of business partner in Brazil that your company is seeking. When we are satisfied that our consultant fully understands your company's product or service and know the criteria that any potential Brazilian business partner must meet, your company will be notified by Candex and we will call to further discuss your needs (a reality check!) During that conference call, you will determine if Candex has sufficient information to present your product or service at a trade exhibition.

At the event:

- One of our consultants will walk the show and meet targeted Brazilian potential buyers/partners, and explain the attributes of your company's products or services;
- The consultant will collect the business cards of qualified Brazilian firms that expressed an interest in your product and/or service;
- The company profiles of each of the Brazilian firms that expressed an interest in your company's product and/or service will be collected, forwarded to, and then discussed with you, our client.
- Candex will then arrange conference calls between your company and the Brazilian firms that you select as the best potential. During those conference calls, which will originate from your side, your company's executive and the selected Brazilian firms will determine if further contact between them is appropriate.

A Proven Concept – In the U.S. Department of Commerce Own Words (J.C.L.'s Evaluation)

While working as Team Leader for the Brazil U.S. Department of Commerce, Mr. J. Clovis Lemes, [now president of Candex do Brasil Ltda] led CS Brazil in tracking and reporting to DOC headquarters on the Government of Brazil's implementation of a new "FDA-type" Sanitary Vigilance Agency (ANVISA).

Clovis also proposed new programs [including this IBU] to assist U.S. exporters, and received high commendations from USG agencies in Washington and U.S. industry for these efforts. He received and award from DOC's UnderSecretary for International Trade.

The turnaround time of this service is as little as 30 days. Please, contact us for fees and conditions.