



Your partner for success in Europe

## Profile

MLM International is a German-American consultancy specializing in assisting medium-sized North American companies to enter and develop markets in Germany and other European countries. In addition, we support German and European companies to develop or expand their business activities in the United States as well as in Canada and Mexico.

Our clients are those in both the governmental and private industry sectors who are interested in the international development potential of their particular business on either side of the Atlantic.

Whether our clients have needs for making connections with dealers, distributors, customers or suppliers, landing top-level executive meetings, exploring market feasibility or developing specific business projects, MLM International will tailor its services to their individual short or long term needs for assistance in Europe.

We offer a thorough familiarity of the best business and cultural practices of the transatlantic marketplace and provide support and expertise in the English, German, Spanish, Italian and French languages.

Our objective is a win-win solution for you and your European business partners.

### **Specialized and personal. Understanding the big picture.**

We concentrate on providing specialized and personal consulting services and assistance concerning German-American and Euro-American business issues and offer custom-tailored and single-source solutions based on the unique needs and requirements of our clients.

### **Proven performance. Extensive contact network.**

We have exclusively represented various U.S. states, regions, cities as well as business associations and organizations in Germany and Europe since 1996.

Furthermore, we are official foreign trade and FDI consultants for several German states, the International Rhine-Neckar Metropolitan Region, the German Center for Productivity and Innovation (RKW) in the states of Baden-Wuerttemberg and Saxony, and the Rhine-Neckar Chamber of Industry and Commerce.

We have excellent contacts with North American and European private industries as well as with state, regional and city government decision makers and other relevant multipliers.

We work very closely with more than 80 German municipal chambers of commerce as well as with business associations, embassies, financial institutions, universities and research & development centers throughout Germany and Europe.



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MLM International is owned and managed by Rick Myatt, a U.S. citizen, who has been living in Germany for many years. He has more than 25 years of professional experience as a top executive for international companies (John Deere, Nike, Ingersoll-Waldrich) in Germany, the U.S. and Europe.

Rick Myatt completed his studies in the U.S. and Germany and has a Master of Business Administration (M.B.A.), a Bachelor of Science in Economics (B.Sc.) and a German "Diplom-Kaufmann" degree. He is a longtime university lecturer at the Schiller International University (SIU) in Heidelberg, Germany, and Strasbourg, France. Furthermore, he regularly teaches at the Baden-Wuerttemberg Cooperative State University and also at the Aalen University. He is fluent in English and German.

### **Our strengths. Your business value.**

- Highly specialized
- Personal contact and availability
- Extensive market knowledge and industry expertise
- Excellent contacts to key political and business decision makers
- Individual solutions
- Full service support

## **Services**

### **Customized client solutions. From one source.**

As proven foreign trade and FDI consultants, we understand the industry-specific requirements and individual needs of our clients. We have a thorough understanding of their business environment and know how their markets function. Our integrated consulting approach enables us to offer the most economical and best solution - regardless of your companies' structure or size.

### **In particular, our integrated consulting services include:**

- Site selection to include financial aid programs and tax incentives
- Establishment of sales organizations, production facilities and alliances
- Initiating contacts with potential customers and business partners
- Drafting of contracts and conducting negotiations with all relevant institutions and participants
- Establishment of companies, subsidiaries, branch offices and representative offices
- Investment in or takeover of existing companies and production facilities
- Research and analysis of industries, markets, customers and competitors
- Recruitment of qualified and motivated employees



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Based on our experience and global market requirements, we realize that many American companies are considering the internationalization of their business in order to maintain or increase their competitiveness and market position. This especially applies to Germany and Europe.

The reasons are:

- Entering new business markets
- Increasing customer proximity
- Increasing domestic market independence
- Reduction of investment, production, labor and sales/marketing costs
- Availment of public subsidies for capital and innovation projects
- Improvement of research and development activities
- Reduction of corporate taxes

With 27 member countries, the European Union (EU) is the world's largest trading power creating a single market with over 500 million citizens. The EU and the U.S. already share the largest trade and investment relationship in the world (40% of the world economy). EU investments make up over 40% of U.S. foreign direct investment and the U.S. is the No. 1 non-European investor in nearly every European country.

Germany is Europe's largest and the world's fourth largest national economy (following the U.S. and Japan) as well as the second largest exporter and the second largest importer of goods. In addition, Germany ranks among the world's largest and technologically leading producers of machinery, machine tools, electronics, automobiles, chemicals, steel, metal, environmental engineering, renewable energy and biotechnology. Germany is home to many major multinational enterprises as well as to a great number and variety of small and medium-sized companies. These enterprises generate more than one third of the industrial turnover and 98 percent of all industrial activity in Germany and employ more than 20 million people. Among the most popular investment locations, Germany is ranked number four in the world (following China, the U.S. and India).

For further information please contact:

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