



Association profile

March 2023 update



Entering new markets is a complex activity, which requires excellent local specific knowledge and expertise.

EMEA Associated Partners provides strategic and tactical sales, marketing and PR services to support the development and implementation of the business within EMEA.

Our expertise covers the entire EMEA region: from Europe through the Middle East and Africa.

We can help you develop business strategies,
fine-tune product development and pricing,
define and implement marketing goals,
assess competitive forces and evaluate joint ventures or acquisitions.
and SELL

The logo consists of a blue square containing the white letters 'AP' in a bold, sans-serif font.The logo consists of a blue horizontal rectangle containing the white letters 'EMEA' in a bold, sans-serif font.

WHO WE ARE :

We are a team of executives having a long standing experience in leading multinational manufacturers within durable consumer goods industry.

Our expertise goes from marketing and sales to logistic, service, finance and corporate management overall.

WHAT WE OFFER :

A ready-made and fast, high reputation sales network with excellent knowledge of markets, buyers, products, channels, commercial policies and local regulations

WHAT WE ARE LOOKING FOR :

We aim at supporting companies and brands to grow their business in the EMEA region, weather they plan to enter target markets, or they wish to strengthen their presence

Able to bring any new brands to success

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EMEA AP strives to solve the critical issues which our clients, both large and small companies, are facing.

Our unique network is not only what differentiates us, but also what makes us successful. We provide a broad range of services and solutions to help organizations enter new markets, achieve their objectives and optimize performance and productivity.

- Sales Network
- Strategic Planning
- Market Analysis
- Product Development & Compliance
- Building New Sales Team & Organizational Set-up
- Management Consulting



Our Mission :

A network of professionals developing a unique approach to enter and establish business activities for your brands , products and services for household appliances in EMEA



Our Vision :

Bringing effective and successful solution to market
your products and services in EMEA

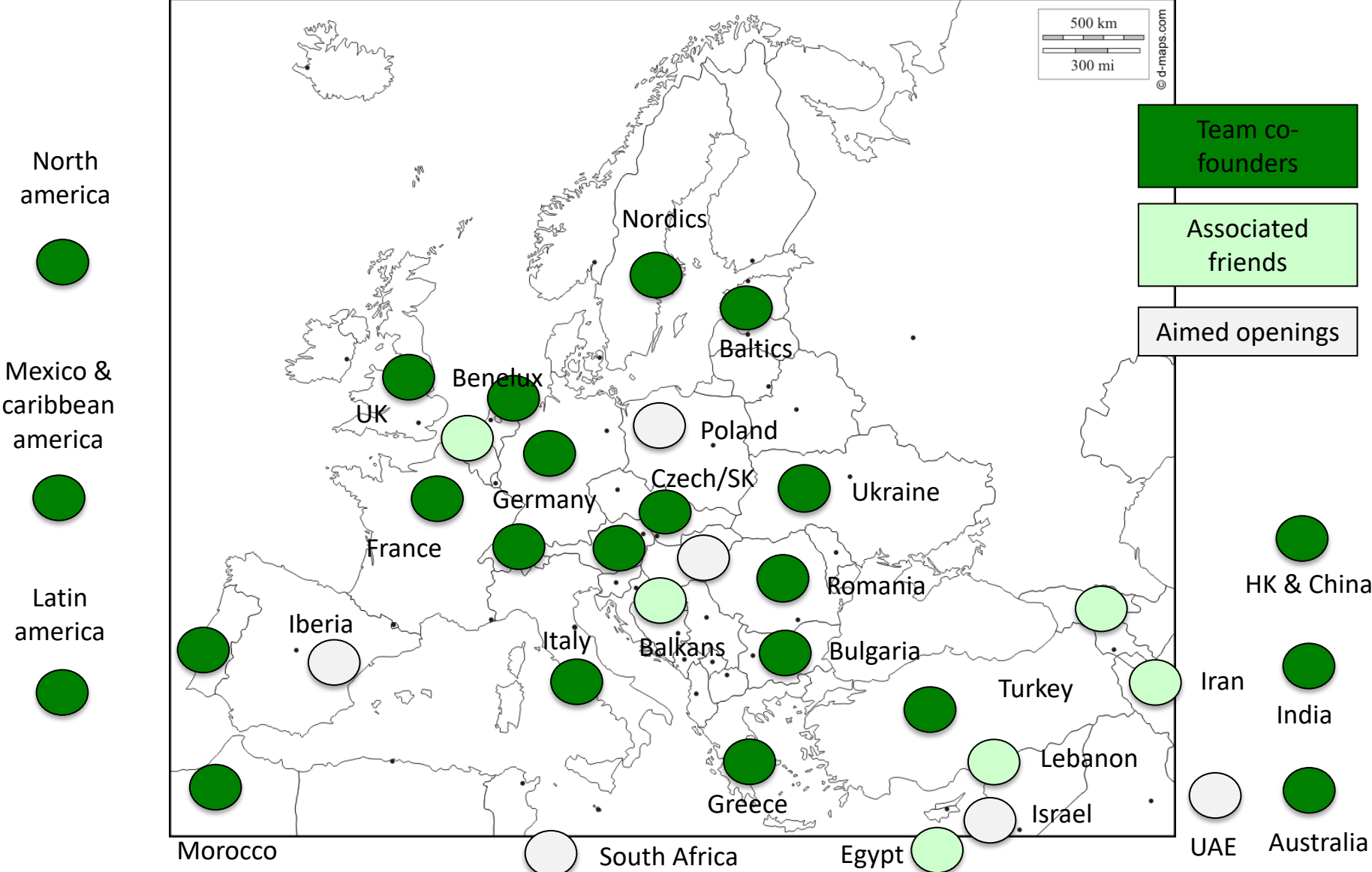


What we can deliver in each EMEA country:

- Effective and reduced timing of brand and product launches
- From OEM strategy to direct local market strategy
- Consolidated commercial policy in each EMEA country
- Market analysis
- Direct contact and direct invoicing to local buyers
- Organizational setup
- Logistic operation setup
- Customer services in each country
- Product preparation (IFU, labeling, certification) corresponding to local regulation

Our local presence is in multiple locations in EMEA

Our personal network goes beyond EMEA (to North, Central, and South America, Asia)



- **Some details / Short description**
- Name of legal entity : EMEA Associated partners (Association)
- Presence : in Multiple Location
- Own Logo / Brand
- Website : www.emeaap.eu
- LinkedIn Page : www.linkedin.com/company/11249196/
- Joint Governance, Statutory, Code of conduct approved by members
- Juridical form : association, established in Lithuania
- Legal address set, bank account open
- Foundation agreement: founders, governance, management structure

- **1) Business model proposed - manufacturer will have :**
 - Direct presence of a manufacturer in each EMEA markets on project basis / commission basis approach
 - The manufacturer will invoice directly to at different price levels :
 - OEM
 - Large Retailers
 - Independents
 - End-users via e-commerce sites
 - Will learn commercial policies in each market
 - Will assume legal obligation about respective delivery terms and pricing
 - Will maintain the responsibility on product approvals, legal and commercial warranties, service and spare parts.
 - Will sign contracts and agreements with clients/customers, according to local rules, bearing live expenses
 - Will assume knowledge and expertise before moving to more structured approach (proposed phase 2 with his own organization)

- **2) Business model proposed - EMEA AP side**
 - Members will invest their time on a wide contact portfolio
 - Members will set commercial policies in each markets on behalf of manufacturer, using local commercial rules
 - Members will manage the negotiation with customers within set rules
 - Members will sell the products, within set common rules

 - EMEA AP project leader will coordinate and manage the direct contact with each manufacturer
 - EMEAP AP single members will work representing the manufacturer in front of clients in each single market
 - EMEA AP single members will act as sole representative of the manufacturer in each country, based on long term contract and project basis.

Advantages of cooperation with EMEA AP

- Direct access to EMEA retail and OEM and any single market
- 20+ years of experience at executive level
- Opportunistic and Cost Saving approach in Market penetration through AP EMEA
- Ready to create distribution strategy per country and including customer service
- Specific market made commercial policy per country
- LRSP (Long range Strategic Plan) work-out and Risk Management
- Market and Competition Analyses
- Brand Registration, 3PL logistics, After Sales Network assistance/consultancy

Visit us at : www.EMEAAP.eu

Contact us at : Contact_us@emeaap.eu

Visit our linkedin profile : www.linkedin.com/company/11249196/

Looking for cooperation with you soon



Milano - Paris - London - Lugano - Lisboa - Amsterdam - Munich - Vienna - Prague -
Sofia - Bucarest - Athens - Istanbul - Kiev - Stockholm - Vilnius - Hong Kong -
Melbourne - New Delhi - Casablanca - Miami - Caracas