



# CW Company program

For companies with an export focus

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CW Connecting World

## Global Growth Builders

Global focus – local action

## CW Company program

In this program we build the roads for companies with the aim to create new contacts that directly will lead to more business in brand new markets on all continents and in all countries. An important synergy in the creation of these new contacts and businesses is the exchange of know-how and ideas. We would like to point out how valuable this exchange really is when it is direct and without any middlemen. In an exchange with middlemen there is always a risk that informa-

tion will be distorted or lost. All our roads have the bus stops that assist companies and make it easier in the creation of new concrete business. Example of this can be to help bridge cultural gaps, translations, interpretations, counselling, help with negotiations et cetera. Hands-on secure assistance is always welcome in a new marketplace, handling all the practical needs required from the company.

## Building new networks with new companies and countries

For any company, the creation of new business contacts is as important as the veins that supply blood in the human body. In all companies, contacts with parts of the customer base vanish and new ones have to be created. If the road to the creation of new contacts comes to an end, the company dies, just as the human body dies if the bloodstream

stops working. This is why CW concentrates its work on helping companies create these life saving contacts. When the contacts have been established, CW is present as an advisor during the creation of a new business. CW is also present during the whole business relation to help maintain it.

## The benefit that CW creates for your company

Companies in all countries need new business contacts. Those who establish a working cooperation with a partner in another country will obtain a big lead towards its competitors. It is our task to put your company in contact with the right persons in the right place on the right level in the right

time. We will thereafter follow up on the relationship to secure that it is based on trust, respect and is stable.

CW will together with you create the benefit that will lead your company into the future.

## CW work with our own entrepreneurs for other entrepreneurs

Our personnel organization is founded on entrepreneurial skills. It is our solemn conviction that the best guidance and help only can be given to

entrepreneurs by entrepreneurs. To understand each other they need to talk the same language, the language of entrepreneurs.

## CW – the global meeting place

CW will function as a global meeting place for entrepreneurs and companies. This meeting place acts both as a virtual meeting place on the Internet and as a physical meeting place in the different regions and countries.

Both roads help companies to reach out in to the world with the aim of creating new valuable contacts that leads to concrete business. To be able to do actual business on a new market, a company is dependent on information and counselling regarding that markets specific business and cul-

tural environment. It is our view that by collecting all this information in one place, companies will effectively be able to utilize differences in business and cultural environment to its advantage in an optimal way.

To be able to reach this, our business philosophy works as the foundation:

- More contacts
- More business
- More jobs



*Seek-find-and get help! CW's job can be summarized as easy as that. But there is more, with every new contact that leads to new business; CW will also be present to oversee the future success of the relationship.*



## CW in the world

CW will be found in most countries of the world for your company. Irrespectively of which country that you would like to do business in, we will be present for you and your company with our Entrepreneur

Embassies. All manned with entrepreneurs ready to give professional support, counselling and assistance. Fully built out, CW will be found in 180 countries.

## CW offers a mixture of the following services

CW concentrates its work on the global market. We know that it takes competence to reach a good result in all the countries of the world. This is why

we have gathered all the necessary competence to be able to help your company in the best of ways.

### This is an example of what we can offer companies:

- Education
- Advise
- Interpretation
- Translation
- Negotiation
- Business contracts
- Start up's
- Market research
- Travel arrangements
- Exhibitions
- Trade fairs

## Business segments

We work in principle with every company in all lines of business for all goods and services.

The only limitation to this is our strong ethical

and moral standard. This is something we never will forgo.

## Do you want a personal Entrepreneur Ambassador?

To underline how close we are to our customers we don't call them customers but partners. To give our partners and us the possibility to learn all about each other, the first thing we do is always to appoint a personal entrepreneur ambassador

from CW. This person will act as your company's ambassador and personal "fixer" 24 hours a day. Every CW-ambassador is well trained and focused on being an extremely good "locksmith" to be able to open all doors and see to it that they stays open.

## The CW organization

The organization is divided into three main groups: The world, the country and the company. A special organization is responsible for the overall coordination between all the countries in the world. To be able to reach the companies and entrepreneurs in depth, a specific country organization is created. This is governed from the country's main office. The country organization is divided into regional bases

that in turn are divided into contact centres. These contact centres service our clients with all the services that will facilitate new business. Even after a new business agreement has been created, we are still present as a safety net with practical aid. The whole organization consists of entrepreneurs and is based upon the spirit of the entrepreneur.

## Contract agreements and prices

The main principle is that our compensation mainly comes from the result that we create for a company. Even the smallest company should be able to get professional advice and help and thereby be able to reach the global world market. Our compensation philosophy is that the size of this investment initially will be so low that it will not render a problem even for the smallest company.

fixed prices on every task before we take on a new commission.

The length of a contract varies between 3 month and up to 10 years. In general, our contracts are based on:

- A small fixed retainer at the starting point of a new collaboration and project
- A bonus based on actual result created by CW

### We build our success on your future

Another important principle by us is that we have



*New business opportunities exist all over the world. With the help of CW's contact network and entrepreneur embassies in different countries and regions, small and medium sized companies can do safe business on the global market.*

## Example of the working process different stages with our partner companies:

### Stage 1.

First contact between CW and the company that is interested in entering a new country. Starting dialogue and scheduling of a first meeting.

### Stage 2.

Personal meeting between the company and CW. The company presents itself and its visions regarding entering a new market outside its home country.

### Stage 3.

CW conducts a first analysis of the company's visions and ideas and its possibilities in the new country or countries.

### Stage 4.

The analysis is presented to the company. If agreed, CW undertakes the task of creating a working plan including cost calculations.

### Stage 5.

The company reviews the analyses and proposition from CW. If a decision on a continuation is taken, a new meeting is scheduled.

### Stage 6.

A program is prepared for the mission, a timetable fixed. A contract discussed.

### Stage 7.

A contract between the company and CW is signed. New contacts are established and the mission is started.

### Stage 8.

The project is initiated in the country or countries and built up according to plan. New partners are involved according to plan.

### Stage 9.

CW coordinates, supervises and evaluates the project continuously during the contracted time.



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