JBS
INTERNATIONAL ADVISORY

BROCHURE
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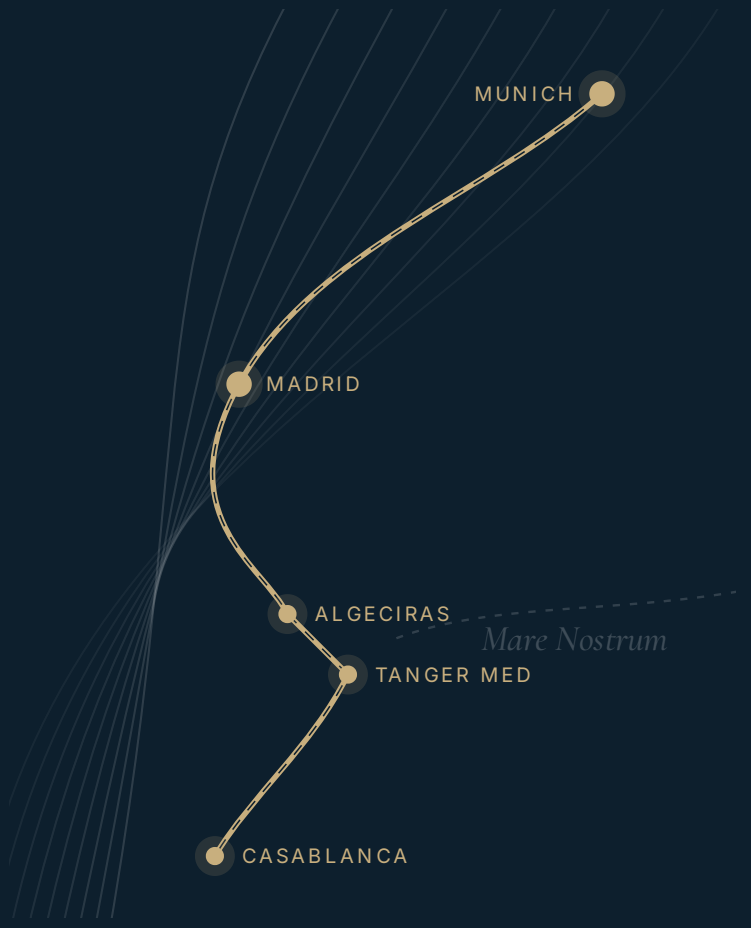
OF 04



STRATEGIC ADVISORY FOR THE

Euro-Mediterranean *rail & transport corridor*

Corporate profile & advisory disciplines

WHO WE ARE

Boutique advisory. *Deep sector expertise.*

JBS International Advisory is a senior-led advisory firm specialised in rail, transport and logistics. We help technology suppliers, operators, ports, institutions and investors to grow across Europe, the Mediterranean, North Africa and Latin America.

We combine 27 years of hands-on experience in the European railway industry with board-level strategy. Our work goes beyond reports: we find the right partners, open doors with institutions and negotiate the agreements that turn plans into business.

27 years in the European railway industry

28 years of international business

6 working languages

3 regions: Europe, MENA, LATAM

WHY CLIENTS CHOOSE JBS

Insider knowledge

Two decades leading international business for signalling and rail technology leaders. We know how the industry buys, tenders and partners.

Bridge between markets

Based in Munich and Madrid, with deep roots in North Africa. We connect companies, institutions and cultures along the corridor.

Senior-only delivery

You work directly with the founder. No juniors, no volume-driven consulting — focused, personal and high-impact.

Scope and fees are defined for each engagement. Advisory services only — not legal or financial advice.

WHAT WE DO

Six advisory disciplines

Each discipline can be engaged on its own or combined into an integrated mandate. Specialised brochures give full detail.

01

Rail & Transport Strategy

Infrastructure, signalling and interoperability strategy, tender positioning, intermodal corridors and supply chain networks.

SEE BROCHURE 02 →

02

EU Funding & CEF Advisory

From call scouting to submission-ready proposals for CEF, Horizon Europe and related programmes — with an EU evaluator's eye.

SEE BROCHURE 01 →

03

Partner Search & Deal Closing

We identify, approach and negotiate with the right partners, distributors and industrial allies — and close the agreements.

SEE BROCHURE 03 →

04

Market Entry & Expansion

Market intelligence, entry strategy and business development for companies expanding into new countries.

SEE BROCHURE 03 →

05

Sector Advisory for Investors

Independent rail and transport expertise for funds and corporate finance teams: due diligence, market analysis, asset positioning.

SEE BROCHURE 04 →

06

Strategy & Interim Leadership

Growth roadmaps, executive facilitation and part-time or interim leadership for international business.

DETAILED IN THIS BROCHURE →

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DETAILED IN THIS BROCHURE

01 Strategic Advisory & Growth Roadmaps

Strategy · Positioning · Growth · Partnerships

TYPICAL TIMELINE
4–6 weeks / ongoing

Board-ready strategic direction with practical execution support — for companies and organisations in transport, rail and logistics.

WHAT WE DO

- Strategic diagnosis: positioning, competitors, differentiation and white space
- Growth roadmap: initiatives, sequencing, resources and KPIs
- Partnership strategy: partner types, selection criteria and negotiation framing
- Assessment of new business models and innovation opportunities
- Executive facilitation: decision workshops and steering support

WHAT YOU RECEIVE

- ✓ Executive memo or strategy pack
- ✓ Prioritised growth roadmap
- ✓ Facilitated decision workshops

HOW TO ENGAGE

Workshop + executive memo

Strategy pack

Executive retainer

02 Interim Management & Part-Time Executive

Leadership · Transition · International Expansion

TYPICAL TIMELINE
3–12 months

Senior international leadership when you need it — for transitions, rapid growth, new markets or organisational change.

WHAT WE DO

- Interim leadership: International, Commercial or Business Development Director
- Building and leading international sales, bid and partnership teams
- High-level negotiations with clients, partners and institutions
- Organisational transformation and change management
- Executive mentoring during leadership transitions

WHAT YOU RECEIVE

- ✓ Senior leadership capacity from day one
- ✓ Clear objectives and regular reporting
- ✓ Structured handover to your team

HOW TO ENGAGE

Part-time executive (days per month)

Interim (1–2 days per week)

Full interim

HOW WE WORK

A clear path from question to result

1

Understand

A short conversation to understand your objectives, markets and constraints.

2

Propose

A written proposal with scope, deliverables, timeline and fee.

3

Deliver

Senior hands-on work: analysis, outreach, meetings and negotiations.

4

Follow through

Results you can act on — and support until agreements are signed.

FLEXIBLE ENGAGEMENT FORMATS

Brief

1–2 WEEKS

A focused written analysis or expert opinion on a specific question.

Sprint

4–10 WEEKS

A defined project with clear deliverables: strategy, market entry, partner search, EU bid.

Retainer

FROM 3 MONTHS

Ongoing senior support for business development, partnerships or institutional relations.

Interim

3–12 MONTHS

Part-time or interim leadership embedded in your organisation.

WHO WE WORK WITH

- Rail technology and signalling suppliers
- Railway operators and infrastructure managers
- Ports, terminals and logistics companies
- Public institutions, clusters and associations
- Investment funds and corporate finance firms
- SMEs expanding internationally

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JB

FOUNDER & PRINCIPAL ADVISOR

Joudia Boujdaini

Joudia has spent 27 years in the European railway industry, most of them leading international business for signalling and rail technology companies. She has defined business strategy across Europe, Latin America, MENA and Asia, led multidisciplinary international teams and negotiated partnerships and M&A opportunities. She founded JBS International Advisory to put this experience at the service of companies and investors along the Euro-Mediterranean corridor.

CAREER HIGHLIGHTS

2025 – — **JBS International Advisory**
Founder & Principal Advisor

2019 – 2025 — **International Railway Business (IRB)**
Managing Director, Madrid & Munich

2011 – 2019 — **CAF Signalling**
International Business Director — full P&L of the international division; Sales, Bids, Engineering and Marketing teams across subsidiaries

2008 – 2011 — **Thales**
Area Manager, International Business — growth in Brazil, Argentina, Saudi Arabia and Morocco

Earlier — **ELIOP (CAF Group)**
International business development for signalling

CREDENTIALS

- External Expert for the European Commission — evaluation of CEF / ERTMS funding calls
- Member of CNA e.V., the German railway cluster
- Executive education at ESADE and IMD
- Languages: Spanish, French, English, Arabic, German, Portuguese

JBS
INTERNATIONAL ADVISORY

LET'S TALK

Senior advice. Tailored scope. *Real results.*

Every engagement starts with a short, no-obligation conversation to understand your objectives. We then propose a clear scope, timeline and fee.

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THE JBS BROCHURE SERIES

00 Corporate Profile & Advisory Disciplines

01 EU Funding & Regulatory Advisory

02 Rail, Transport & Logistics Strategy

03 International Partnerships & Market Expansion

04 Sector Advisory for Investors

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