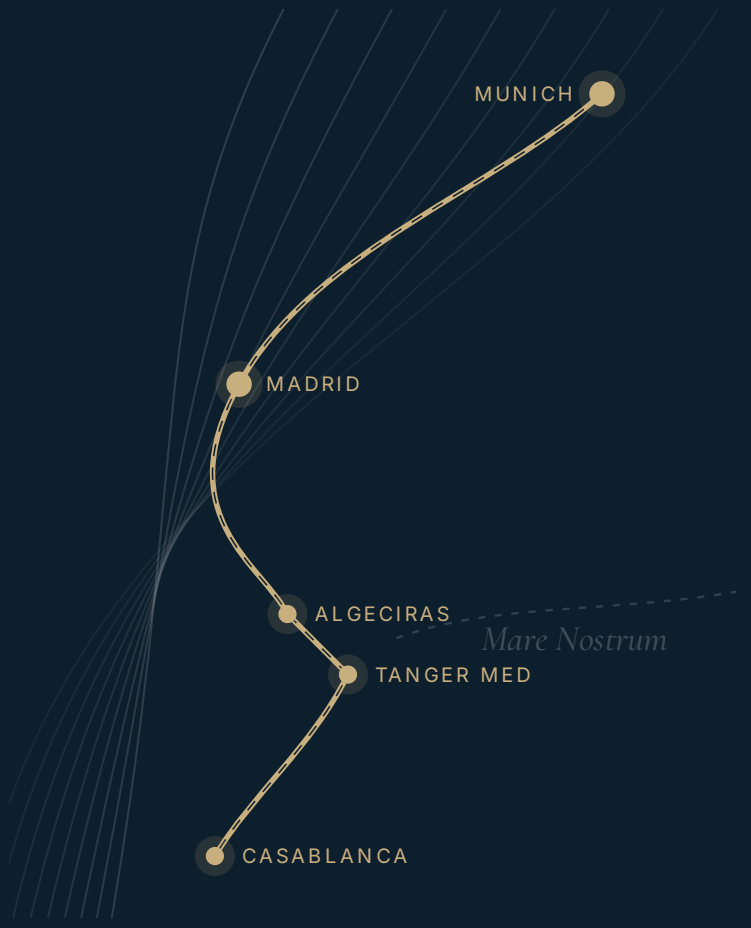
JBS
INTERNATIONAL ADVISORY

BROCHURE
03
OF 04



SERVICE BROCHURE 03

International Partnerships *& Market Expansion*

We find the right partners, open the right doors and close the agreements that take your business into new markets.

Partner Search · Negotiation · Market Entry · Consortia · Institutional Cooperation

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FROM INTRODUCTION TO SIGNATURE

We don't just map partners. *We close the deals.*

Entering a new market or building an alliance takes more than a list of names. It takes knowing who really matters, earning their trust and negotiating terms that work for both sides.

JBS manages the whole process for you: we identify and qualify the right partners, make the introductions, lead the discussions and negotiate the agreements through to signature — whether a distribution deal, a technology partnership, a consortium or an institutional MoU.

HOW A PARTNERSHIP MANDATE WORKS

1 **Define**
Objectives, target markets, partner profile and value proposition

2 **Search**
Market screening and a qualified shortlist of partners

3 **Engage**
Direct outreach, introductions and first meetings

4 **Negotiate**
Term discussions, alignment of interests, structuring

5 **Close**
Agreement signed — MoU, distribution, JV or consortium

IN THIS BROCHURE

01 Partner Search, Negotiation & Deal Closing
02 Market Access & Entry Strategy
03 International Business Development for SMEs
04 Cross-Border & Institutional Cooperation
05 Consortium Building for EU Calls & Tenders

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

01 Partner Search, Negotiation & Deal Closing

Distributors · Technology Partners · Local Allies · JV

TYPICAL TIMELINE
6–12 weeks / ongoing

End-to-end management of partner search and agreements — so you gain the right local partners without building the network yourself.

WHAT WE DO

- Partner profile and selection criteria aligned with your strategy
- Market screening and qualified shortlist with rationale per candidate
- Direct outreach, introductions and meeting preparation
- Leading discussions and negotiating terms on your behalf
- Structuring and closing agreements: distribution, licensing, JV, teaming

WHAT YOU RECEIVE

- ✓ Qualified partner shortlist
- ✓ Introductions and meetings held
- ✓ Negotiated, signed agreements

HOW TO ENGAGE

Partner search sprint

Partnership retainer

Success-linked mandates on request

02 Market Access & Entry Strategy

Market Intelligence · Opportunity Mapping · Europe · MENA · LATAM

TYPICAL TIMELINE
1–8 weeks

Understand a new market, evaluate the opportunity and design an entry strategy that fits your business.

WHAT WE DO

- Market intelligence and opportunity mapping
- Institutional, regulatory and competitive landscape
- Key customers, stakeholders and decision makers
- Entry model: direct, partner, distributor, local entity
- Logistics and transport conditions for market entry

WHAT YOU RECEIVE

- ✓ Market intelligence brief
- ✓ Market entry strategy
- ✓ Competitive deep-dive

HOW TO ENGAGE

Market brief

Entry strategy sprint

Advisory retainer

03 International Business Development for SMEs

Target Markets · Pipeline · Trade Fairs · Sales Enablement

TYPICAL TIMELINE
6–8 week sprint / 3–6 months

An international sales and partnership engine for SMEs — without having to build it from scratch.

WHAT WE DO

- Selection and prioritisation of 1–3 target markets
- Value proposition and pitch adapted to international buyers
- Target lists, outreach and meeting programmes
- Trade fair meeting programmes (e.g. InnoTrans, SIFER, Rail Live)
- Sales materials: one-pager, capability statement, pitch deck

WHAT YOU RECEIVE

- ✓ Prioritised target markets
- ✓ Active pipeline of qualified leads
- ✓ Ready-to-use sales materials

HOW TO ENGAGE

Market entry sprint
Growth retainer
Growth + execution retainer

04 Cross-Border & Institutional Cooperation

MoUs · Clusters · Ministries · Delegations

TYPICAL TIMELINE
2–10 weeks

Cooperation between ports, rail operators, logistics companies, ministries, clusters and public institutions — bridging markets, cultures and institutional frameworks.

WHAT WE DO

- Structuring bilateral and multilateral cooperation agreements
- Facilitation of MoUs and partnership frameworks
- Preparation and support of high-level delegations
- Alignment of technical, regulatory and institutional requirements
- Relations with EU bodies, governments and international networks

WHAT YOU RECEIVE

- ✓ Partnership scoping and mapping
- ✓ Draft cooperation framework
- ✓ Delegation programme and briefing

HOW TO ENGAGE

Scoping & mapping
Partnership sprint
Institutional relations retainer

05 Consortium Building for EU Calls & Tenders

EU Calls · Tenders · Cross-Border Programmes

TYPICAL TIMELINE
3–10 weeks

Identify, align and mobilise the right partners for EU calls, international tenders and cross-border programmes.

WHAT WE DO

- Partner landscape: industry, operators, authorities, research
- Shortlist with value proposition per partner type
- Outreach strategy, introductions and meeting preparation
- Consortium structuring: roles, work packages, governance
- Facilitation of alignment workshops

WHAT YOU RECEIVE

- ✓ Partner mapping pack
- ✓ Committed consortium
- ✓ Agreed roles and work packages

HOW TO ENGAGE

Partner mapping

Consortium build sprint

Partnerships retainer

Why JBS for partnerships

- Two decades negotiating partnerships, local alliances and M&A opportunities in international rail
- Personal network across Europe, North Africa, the Middle East and Latin America
- Six working languages and a deep understanding of business cultures
- You deal with one senior advisor from first contact to signature

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JBS
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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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