

## Madenlebanon sarl

Madenlebanon consists of three departments that complement each other to help build your brand around the world.

### Consulting and Advisory

Are you interested in expanding your market to other countries like the United States, Canada and South America? Madenlebanon specializes in international markets, and we take an in-depth approach in analyzing whether your product will be successful in other markets before launching your product. We look at the brand, image, market need and price positioning to determine the potential for growth and profitability. If your product is not ready, we are able to offer the guidance and expertise to make sure your product is ready. This is a unique service that your typical food brokerage does not offer. In addition to the marketing and branding of your product, we partner with FDA consultants in the United States to make sure your product will be in compliance of USA standards.

### International food brokers

The food industry is one of the largest in the world, with billions of dollars being spent on food around the world every day. An international food broker is one of the key players in ensuring the smooth running of the international food industry, and Madenlebanon is one of the first food brokers to specialize in Lebanese made products.

As a Lebanese American, the founder understands both cultures and how businesses are run in multiple countries, so they are creating a bridge from Lebanon to United States, South America and Canada into both ethnic and mainstream retailers.

As FMCG brokers, we offer a wealth of knowledge when it comes to food production, distribution and branding. We become an extension of your company without bearing the high cost of setting up a complete operation in a foreign country that can quickly diminish your profit.

We help with the distribution, creating contracts, branding, promotions and finding new products to explore. In addition, we partner your product with the right distributor to make sure that the product is not abused in the market that can damage the brand image and equity.

### Education – Future NGO

Madenlebanon believes in educating all companies that are interested in exporting and preparing them to help build a better partnership should they choose to be a client in the future. We host seminars around the world to help educate all Lebanese businesses on how to expand into international markets and determine if they are ready for expansion. A stronger partnership will result in higher profits and greater success for our clients.

The costs and risks associated with doing business in a foreign country can be very costly and high risk if the customer is not very well informed. Small scale and well-planned entry allow companies to learn about a foreign market while limiting the firm's exposure to that market.

. Our goal is to help everyone become prosperous in the international market. There is no better time to expand Middle Eastern products into the western world.