



Dynamic Brands

Short presentation January-
March 2021

Index



Who are we

Origin of the project, location of Dynamic Brands and team of professionals



Mission, vision and values

Our reason for being, our medium-term aspirations or expectations and the values that define our services



Portfolio of services

Here you will find all the support services for internationalization that we offer your company



Foreign trade context and trends

This section contains relevant information on the evolution and situation of international trade



Alliances and collaborations

In this section we show the alliances with other companies to offer a better support to the users and to extend our areas of influence

Where are we?

Locations



The company has two strategic locations in Spain and Croatia. The headquarters are located in Zadar, a Croatian city on the Balkan coast, halfway between Eastern and Western Europe.

The team in Spain is also located in Cordoba, the city of origin of the founder and the geographical center of Andalusia.



Nearby airports

Zadar has an airport and Córdoba is 1 hour away from the airport by train



Multimedia rooms

We have exhibition and meeting rooms with multimedia devices in both cities



Accompanying service

If you need it, we will accompany you!



Language support

Our professionals offer support in Spanish, English, German, French and Croatian languages

Who are we?



The Spain team is made up of professionals with experience and training in foreign trade. Their mission is to support foreign companies that want to operate in Spain.



The team of professionals in Croatia are native speakers with experience and training in the administrative, legal and operational fields. Their mission is to support companies that want to expand their business to Croatia and countries with a similar language to Croatian.

The project's promoter, Irene C. Mata, began her international journey after her training at Degree in Business Administration and Management, living and working in foreign environments in 2012. Since then, she has supported the internationalization of companies and has worked as an import-export operator in Spain, Germany and Croatia. She also has experience as an area manager in negotiation and commercial analysis projects for Spanish brands in 22 countries, including European and Asian markets. With the help of the staff, he is in charge of managing the projects of the rest of the European countries requested. Likewise, his mission is to coordinate both teams.



Our team

Strengths

Specialization in international trade: our team brings together the training and skills required for a full consultancy service in the area of international trade.

Customer support: for the greatest convenience of the customer, we have a high level of language training and maintain regular contact with users. We adapt our services to the needs of your company.

Commercial experience: we differ from other support services for internationalization, in that they are not only administrative in nature, but our experience as salespeople allows us to offer you support in your negotiations, accompanying you to your destination.

Commitment to the client: we are a service organization and as such, achieving the maximum satisfaction of our clients is our highest priority.



Core Business

The company's team is its most valuable resource, giving rise to the core business of the business with its knowledge, skills and experience. This high level of specialization and experience in support services for foreign trade is precisely what gives Dynamic Brands its competitive advantage. We adapt our services to the needs of your business and even go with you to the destination if necessary.

Mission, vision and values

Mission

To provide support and promote the internationalization of companies, providing services and personalized solutions that cover their specific needs in the international sphere and add value to their projects.

Values

At Dynamic Brands we firmly believe in high quality work and in achieving effective results compatible with the following values:

Commitment to the client: your objectives are ours and we work with passion to achieve them.

Collaboration: we promote collective talent

Change: proactively addressing challenges

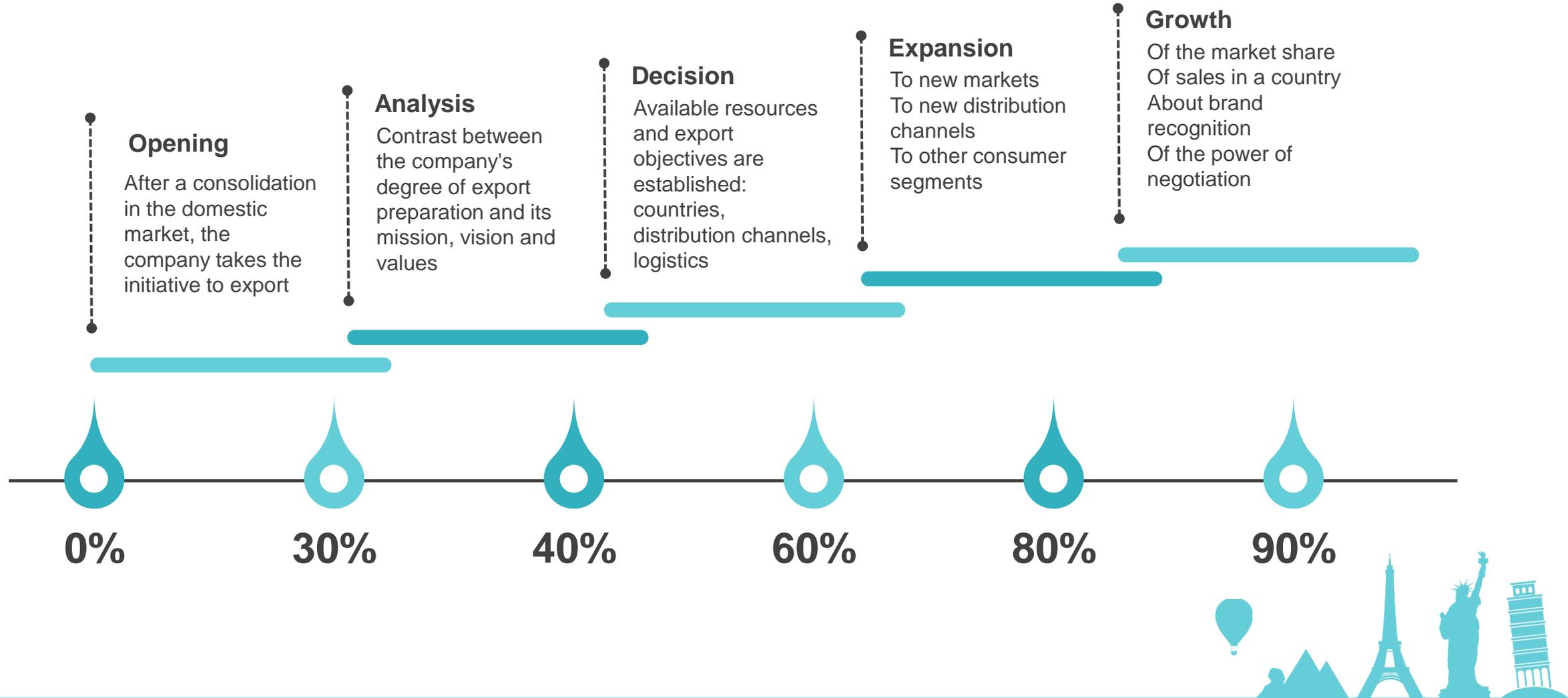
Diversity: our character is as inclusive as our projects

Vision

To achieve that Dynamic Brands is a company recognized in Spain and in Croatia, for its specialization in the provision of internationalization services of national and foreign companies, specialized in the German-speaking markets, the Balkans and Spain



Phases of Internationalization



Portfolio of services

Studies for the adaptation of the products or services

It consists of adapting the product or service to the different needs of local customers and to the conditions of each market in order to meet their expectations and to minimize the risk of introducing the product into a new market

Customized market study

It provides all the necessary information to commercialize in the selected market and is an essential support tool to successfully evaluate the real possibilities of offering the company's products or services.

Internationalization Plan

This service generates a complete export plan, which identifies how and where your company can start its international activity.



Accompaniment of our professionals

This service includes the assistance of the commercials during the interviews with the clients or other parties involved in the process, as well as the interpretation of the language

Identification of business partners

It consists of the preparation of a filtered and contrasted list of possible partners, which includes a brief description of each company, the services it provides and its contact details

Individual business agenda

This service offers the company a series of individual interviews with potential partners, clients or local entities.

Destination support services

This service includes multiple services: check of the point of sale, transfer of work spaces, presentation of documents to local entities, etc.

Competitor analysis

Evaluation of the strengths and weaknesses of current and potential competitors to identify opportunities and threats to your business



Evolution of world exports



Operating in the foreign sector is key to overcoming the Covid-19 crisis. Companies that decide to identify for commercial partners beyond their frontiers, reduce the risk of drastic changes in the situation and by diversifying the origin of their income. They also take advantage of the benefits of having more options, users and information.



Today's exports are more than 40 times higher than in 1913.



The value of goods exported worldwide is currently close to 25%.



80% of international trade is to high-income countries



Online internationalization: a very accessible export modality for companies.



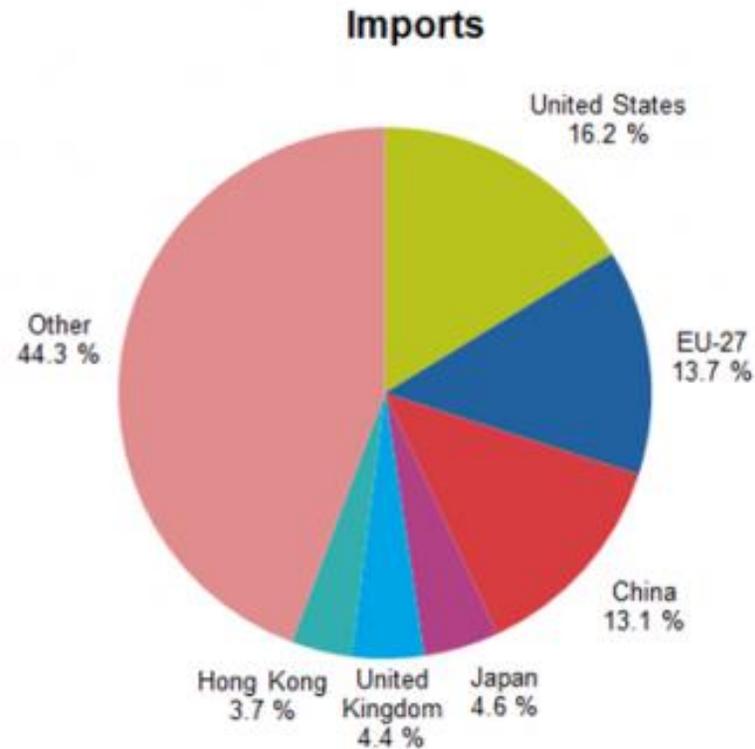
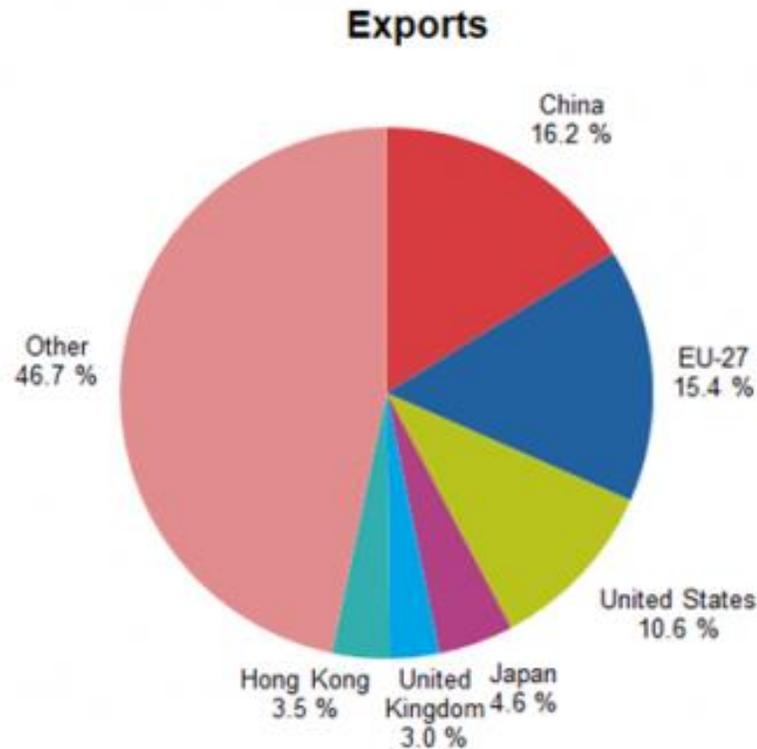
External demand can compensate for a reduction in domestic demand



World powers: shares in world trade

Import and export shares for main trading countries, 2019

(%)



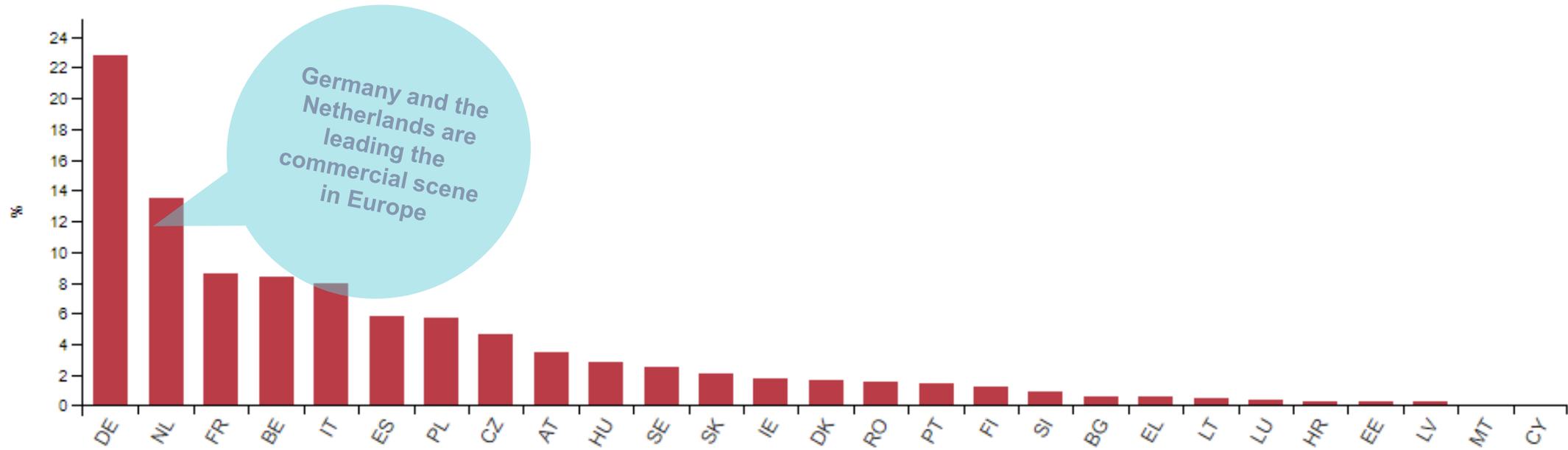
European market

Europe accounts for 13.7% of total world trade, with a total of 27.5 million active companies and over 150 million people employed.

Source: Eurostat (online data code: ext_lt_introeu27_2020) and UNCTAD

Trade in Europe

Exports of goods to other Member States, 2019 (% of total intra-EU exports)



Generating value to society

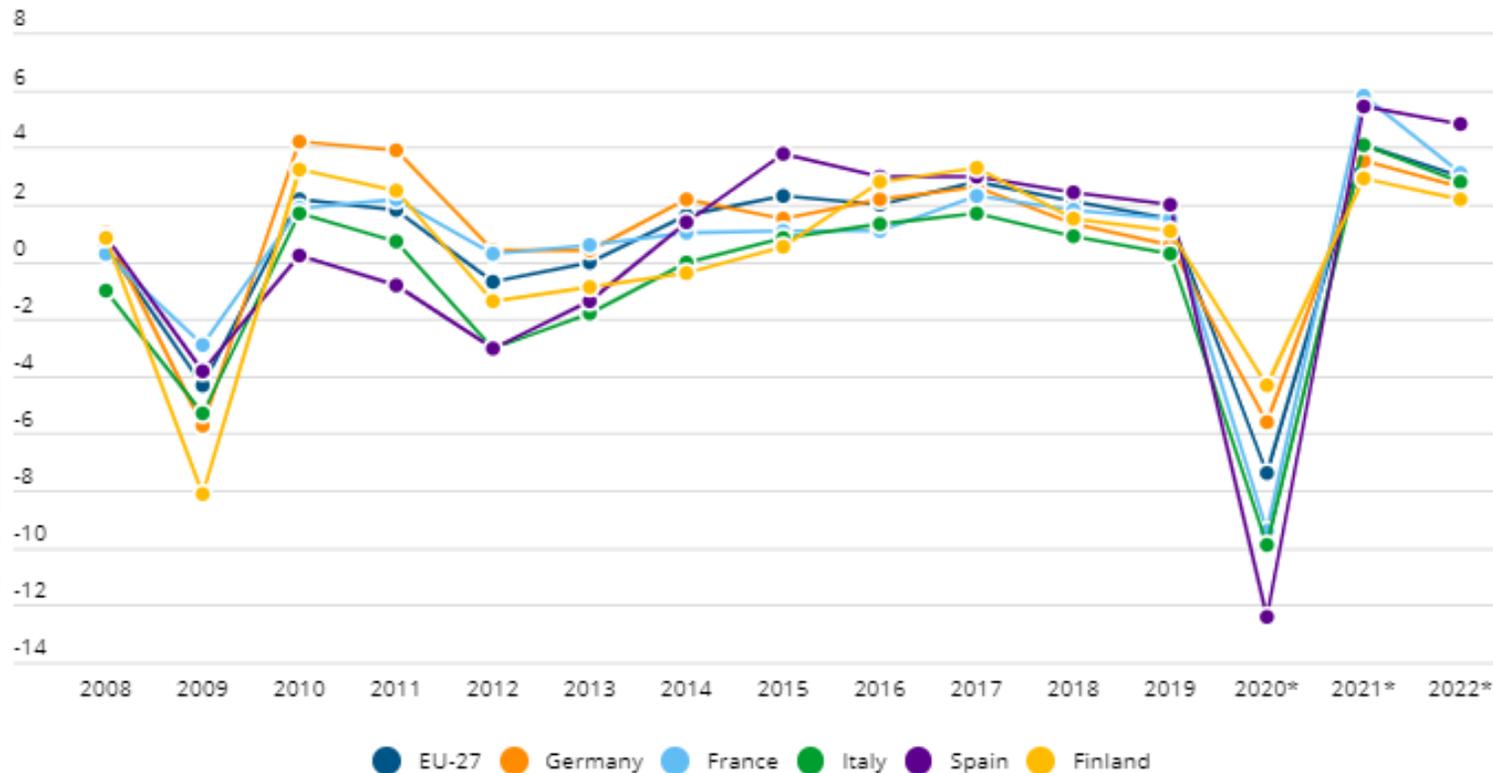
Exports have, among other effects, a direct impact on employment generation, levels of formality (generation of formal jobs), increased economic output and higher worker wages.



European Economic forecast

Real GDP growth rate

% change on previous year



Forecast of the main markets

Above the average growth forecast for the Eurozone for the periods 2021-2022
 France, Spain and Italy. Italy will also be close to the average and below it Germany and Finland

Alliances and collaborations



Since the beginning of our activity we have collaborated with the foreign trade consultancy Intelmarket, to provide support in our geographical areas of influence: Austria, Germany, Switzerland, Luxembourg and the Balkans; mainly Slovenia, Croatia, Bosnia and Herzegovina, Serbia and Montenegro.

This collaboration makes it possible for us to increase the number of areas of influence to: Czech Republic, Romania, Hungary and Bulgaria.

At Dynamic Brands, we are open to collaborate with you. If you are a company specialized in foreign trade, contact us to study possible synergies of cooperation.



Contact with us



Headquarters



Availability of fast and secure Internet access, a meeting room, multimedia facilities, a room for presentations and seminars, separate offices and space to relax and socialize. In our offices, we provide a room for events, such as exhibitions, public presentations, workshops, conferences and discussions.



Co-working center

The co-working concept applies the collaborative economy, develops community awareness and promotes social entrepreneurship. Dynamic Brands headquarters are located in the COIN center for promoting cooperation, creativity and innovation. It has a total area of 370 m² of space, including infrastructures available for the organization of thematic events, conferences and trainings.



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Thanks

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