



CONSULTING



BRINGING  
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TOGETHER

# Our Company

We bring European, Middle Eastern and African companies together and use existing experience and vast networks in Europe, Middle East and Africa (MEA) to **promote sustainable and innovative economic relations** between them.

MO Consulting offers consulting services to small and medium-sized businesses (SMBs) and assists them to further develop their business in Africa and the Middle East.

We make sure to strengthen the perception of Africa and the Middle East as an opportunity for German/European companies and also act as **INTERFACE** for MEA to European based manufacturers and/or headquarters.

We research (new) products in Europe with a possible fit, with the aim to be launched in MEA. Analysing potential markets for global suppliers and assisting them with an **entry to the local markets** and locate the perfect local distributor.

Together we develop a marketing strategy and bring the brand to market through organising local events and initiatives.

To create an **unbeatable customer friendly atmosphere** in the company and to stand out with fresh, new and innovative ideas from the competition is the direction for success. Great companies invest in their staff who are in daily contact with external and internal customers. This is where we can assist you and offer additional training for management and employees.

## Why MO Consulting?

**You are based in Africa or Middle East and require consulting support with suppliers in Europe?**

We find new products in Europe for you to introduce to your local market. We will assist with business development and act as interface between Europe - Africa for your existing- and new suppliers.

**No fixed cost for you - we work project based.**

Because our consultants work with many different companies and may have worked through certain issues in the past with someone else, they can really provide a perspective based on what they've seen work (or not) before.

And given this experience, they can often bring new and innovative ideas or possible challenges to the table that clients probably wouldn't have been able to see on their own.

**You are based in Europe and you require assistance with your go-to-market strategy for other continents?**

Introducing you to potential partners in Africa and/or Middle East through our extensive network. We will find the right local partner for you, your technology and product range.



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Mr. Mark Oldfield - CEO

## Our Management

Mark Oldfield, founder and owner of MO Consulting, has over 22 years experience in international business management.

Mark started his career at 'Digital Equipment' in the material-planning department.

After 6 years he changed to the Japanese company 'Komatsu Hanomag'. And in 1991 he made the switch and joined the management team of 'Solvay Enzymes' as Marketing Service Manager.

From 1997 until 2018, he was Senior Area Manager for Konica Minolta Business Solution Europe GmbH, in charge of Central Asia, Middle East, Africa, and Cyprus and Malta. Achieving an annual turnover over 82 million Euros.

## Our Service Portfolio



**New Market Entry:** To increase your success through our experience and existing network, safe market entry and brand positioning/marketing strategy .



**Relationship management** between Manufacturer and Sales partner – **reduction in overhead cost** for both parties.



**Marketing** - To increase your success through our experience and existing network, safe market entry and brand positioning and/or marketing strategy.



**Business channel development** including training for Management and Staff.

## MO Consulting - how can we help?

We bring businesses from different continents together and use our extensive expertise and strong networking skills in order to promote a sustainable, cooperative and economic relation between them. We offer a variety of services to small and medium-sized businesses and assist them with their progressive growth to the next level.

MO Consulting is the **interface** between manufacturers and local sales channels. We specialise in; Research, Analyses, Training, Brand Positioning, Strategy and Relationship Management.

**Call us!** And find out what we can do for you...



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