CAPABILITY STATEMENT | U.S.–INTERNATIONAL MARKET ENTRY & BUSINESS DEVELOPMENT

EastWest Global Business Solutions

Connecting U.S. enterprises, international companies, and investors with practical market-entry support, business relationships, and trusted local resources across strategic international markets.

Company Overview

EastWest Global Business Solutions is a U.S.-based international business development and advisory firm. We support companies, entrepreneurs, institutions, and investors pursuing cross-border expansion by coordinating market intelligence, introductions, and execution support with local professional networks.

Every engagement is a defined project: an agreed scope, deliverables, timetable, fee, and handover, tailored to the client's goals, sector, and target market.

Core Capabilities

Business Setup & International Expansion

Market-entry assessment, setup-path options, location and channel research, launch planning, and qualified-provider coordination.

Business Partnerships & Commercial Opportunity Development

Partner criteria, target mapping, screening, outreach preparation, commercial introductions, meetings, and next-step coordination.

International Trade, Sourcing & Distribution

Supplier and buyer research, sourcing comparisons, distributor development, RFQ and sample coordination, introductions, and commercial follow-through.

Market Research & Business Feasibility

Market, demand, customer, competitor, channel, barrier, opportunity, and preliminary commercial-feasibility research.

Investor & Project Support

Commercial project assessment, participant and stakeholder mapping, site and meeting coordination, adviser coordination, and agreed handover.

International Franchising & Brand Expansion

Market and consumer assessment, prospective operator and partner research, introductions, adviser coordination, and commercial follow-through.

Business Communication & International Project Coordination

International meetings, multilingual business communication, materials localization, provider coordination, documentation, and milestone organization.

Marine & Maritime Business Development

Marine market entry, equipment and sourcing research, supplier, distributor and buyer development, and port-related commercial coordination.

International Education & Student Mobility

Institutional partnership development, education-market and program research, communication, application-document coordination, and pre-arrival support.

Geographic Coverage

Priority operating markets

- United States (Alexandria office)
- Egypt
- Türkiye
- Morocco

Saudi Arabia and markets being evaluated

- Saudi Arabia (Riyadh office)
- United Arab Emirates
- Qatar, Kuwait, Bahrain, and Oman

Selective project opportunities

- Jordan, Tunisia, and Algeria
- Selected European markets
- Selected African markets, including Nigeria, Senegal, Côte d'Ivoire, Ghana, Kenya, Tanzania, Rwanda, Ethiopia, and South Africa

EastWest maintains offices in Alexandria, Virginia; Istanbul, Türkiye; Cairo, Egypt; and Riyadh, Saudi Arabia. Markets without an EastWest office are served through project-specific research and local-partner coverage.

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Industries Served

- Manufacturing, Textiles & Industrial Products
- Trade, Distribution, Retail & Consumer Brands
- Marine, Maritime, Ports, Transportation & Logistics
- Real Estate, Hospitality, Tourism, Construction & Infrastructure
- Education, Training & Institutional Partnerships
- Technology & AI-Enabled Solutions
- Professional, Language & Business Services

Selected Business Experience

- Researched Gulf and MENA demand for an AI solutions company and coordinated the introductions and negotiations that led to two government contracts and five private-sector agreements.
- Identified and qualified a Turkish investor for an American clothing brand and supported the discussions through a signed franchise agreement.
- Introduced an Egyptian cotton manufacturer to a U.S. hotel and coordinated the sample trial that led to recurring monthly orders.
- Supported a U.S. university's academic partnership discussions in Egypt and Morocco, including an agreement with a Moroccan education organization.
- Identified Morocco and Egypt for a U.S. construction company and coordinated the introductions that produced agreements in Morocco and a developer collaboration in Egypt.
- Researched Moroccan residential property for a U.S. investor and coordinated local professionals and logistics through the purchase of two apartments in Rabat.

How We Work

Discover
Understand the client, products or services, target countries, objectives, timeline, and resources.

Assess
Evaluate market potential, competition, customers, regulations, distribution, entry barriers, and commercial risks.

Connect
Identify and approach the customers, distributors, suppliers, investors, institutions, and partners the project needs.

Execute
Coordinate introductions, meetings, negotiations, outreach, and the practical steps of market launch.

Grow
Support additional customers, territories, partners, and opportunities once the first results are in place.

Collaboration with Trade Organizations

EastWest welcomes introductions from trade organizations and economic-development bodies to companies seeking independent, market-specific assistance. We can take part in exploratory discussions, clarify prospective client needs, and propose an appropriate scope of support.

Our services complement, and do not replace, government export assistance or the advice of licensed local professionals. EastWest does not claim any government endorsement or official referral relationship.

Professional Boundaries

EastWest researches, introduces, and coordinates. Legal, tax, accounting, immigration, customs, securities, licensed real-estate, and engineering work is performed by appropriately qualified professionals. EastWest does not guarantee introductions, agreements, sales, approvals, or returns.

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