



# CAPABILITY STATEMENT



*An export facilitation service taking your business to the world*



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## Introduction and Company Overview

We help businesses across a variety of industries; our **end to end export facilitation service** is designed to enable our clients to achieve their growth goals through export markets.

There are many things that need to be considered and completed to achieve sustainable growth as an exporting business. We appreciate that every business is different, and our initial engagement is always to assess and advise on the best way to move forward.

Our team of experienced advisors help businesses overcome barriers to growth and export. We provide assessment, advice, strategy and advocacy. We create structured roadmaps to export success leading to international business development initiatives that create long-term value and sustainable growth.

Our export growth focus means that we will take the lead for your business in identifying and developing markets, establishing distributor networks, providing connections to sales agents and negotiating direct B2B and in some cases B2C sales. We are also able to connect businesses to a range of Government and private sector funding options to support their growth endeavours.

Our leadership team has a combined experience of more than 120 years and are considered experts in their respective fields. Suasor is also well connected throughout the globe, our organisation has an international reach and, operating through a global network of 3000 office locations within 900 cities and across 120 countries, a footprint that spans Europe, South America, Oceania, Asia, Africa and North America.



## Values and Culture

Values are important to us as they are the very foundation of our culture and our business relationships; they are the guiding principles that support our shared sense of purpose. These are the three values that guide us in all our endeavours:

**Passion:** Our people and our business partners are proactive and driven to support the growth of your business on the international stage.

**Collaboration:** We seek and share relationships that offer mutual benefits, we leverage the knowledge and experience of each other and we celebrate together when we achieve our goals.

**Innovation:** As the needs of the market and technology changes, it is imperative that Suasor evolves along with our clients to serve the change.

# Why Suasor

Suasor provides an end to end export facilitation service; from export readiness assessment, advice and planning to international business development, connection to distribution networks, sales agents and customers. Our unique, holistic suite of services doesn't stop there either; whilst our key point of difference is our international business development capability, Suasor can also assist with shipping & logistics, project management, finance, compliance and export administration.

## Our Primary Goal

Our clients engage with us for one primary reason - Growth!

Our primary goal is to enable sustainable and profitable growth for all our clients at a rate of greater than 20% year on year.



## Core Competencies and Organisational Achievements

Our team of experienced advisors help businesses overcome barriers to growth and export. We provide assessment, advice, strategy and advocacy. We are also able to connect businesses to a range of Government and private sector funding options to support their growth endeavours.

Our export growth focus means that we will take the lead for your business in identifying and developing markets, establishing distributor networks, providing connections to sales agents and negotiating direct B2B and in some cases B2C sales.

Suasor's service offering can essentially be broken down into three distinct elements:



Export readiness assessment and planning



Business development, sales negotiations and international connections



Shipping, logistics, cargo broking and export administration

These services can be provided separately or in any combination for a more holistic approach to export strategy that leaves nothing to chance.

## Export Readiness Assessment and Planning

An initial engagement always requires an assessment of the strength of a business and its capacity for growth and export readiness. See our free online export readiness diagnostic tool which can be found on the Suasor website at [www.suasor.net/downloads-resources](http://www.suasor.net/downloads-resources)

Following the initial assessment we are then in a position to be able to offer advice and assistance to shore up business plans, conduct market research, understand costing and pricing as well as develop specific approaches to risk management, finance and numerous other facets of exporting strategy.

Expertise includes over 30 years of corporate experience across the globe bringing with it an understanding of policy and international trade. Our team is adept in problem solving, mediation of disputes, and the ability to identify and deal with issues before they arise, our lead team also has vast experience in foreign affairs, strategy and politics.

Our leaders are well practiced in all aspects of the resilience lifecycle, from policy development, business impact assessments, strategy development through to planning and implementation. We possess a genuine enthusiasm to prepare and develop an organisations continuity planning.

Our financial services leader has more than 20 years of experience in people engagement, strategy development and business growth, specialising in structured finance, our team is well equipped to help customers grow and prosper.

## Business Development, Sales Negotiations and International Connections

We have the capability and experience to create long-term value for your business through the development of markets, alliances, customer relationships and innovation.

Our market research capability includes access to IBISWorld's suite of market intelligence reports that keep us abreast of thousands of industries around the globe.

Through our membership with the International Chamber of Commerce we have access to the largest, most representative business organization in the world. Its 6 million members in over 100 countries have interests spanning every sector of private enterprise.

We help you realise your business's growth goals and build a strong reputation for your products. Our team are the overseas "boots on the ground" representing and advocating for your business. When you engage us to assist with Business Development and Sales activities abroad, we also conduct detailed sales and contract negotiations on behalf of your business.

The Suasor team includes specialists highly skilled in branding, reputation building and advanced marketing strategies. They have worked globally as brand consultants for clients that have included large multi nationals. Their knowledge of market and competitor analysis is second to none.

# Shipping, Logistics, Cargo Broking and Export Administration

With our in-house expertise Suasor is able to represent clients in shipping, logistics and cargo broking negotiations, provide estimates, recommendations and oversight for the most complex international freight matters including shipping to difficult locations, biosecurity and the preparation of international customs documents and applications for ATA Carnets.

We provide advice and assistance regarding Incoterms; the various rules, costs and risks concerned with the loading, transportation, insurance and delivery of goods, facilitating business transactions by helping traders avoid uncertainties arising from differing interpretations of commonly used terms in these areas.

In addition to senior commercial roles the Suasor team also includes experts with an in depth knowledge of project logistics, port operation as well as road, rail and vessel activity. This includes over 30 years of experience in countries such as Germany, South Africa, New Zealand, Singapore and Australia providing a keen understanding of the shipping and logistics industry. We are as much at home in a commercial negotiator role as we are at overseeing operational aspects of particular projects as your hands on expert.



*Our primary goal is to enable sustainable and profitable growth for all our clients at a rate of greater than 20% year on year.*

## Management Profile

Our team is led by a number of principal consultants with many years of international experience and who are considered experts in their field.

Suasor's global reach is vast and our team geographically dispersed, a few key people pull everything together through our head office in Brisbane Australia to ensure that **we operate as one team, one synergy.**



### Guy Primrose

*Chief Executive Officer*

Guy is the Chief Executive Officer and founding Director of Suasor.

Guy is best described as an innovative business leader who brings a fresh perspective to those he works with. Known for being both charismatic and approachable, Guy is an adept relationship builder readily able to identify and develop business and market opportunities. Guy takes great pride in "taking your business to the world" and leading Suasor's international team to support our clients in developing new business opportunities across the globe.

Guy has broad consultancy experience providing business advice, market development and facilitating complex international negotiations across a range of industry sectors that include food and agribusiness, manufacturing and construction. Guy's formal qualifications include a Master of Business Administration from the University of Melbourne.





# Privacy Policy and Data Security

Suasor believes that the confidentiality of personal and business information is one of its fundamental responsibilities. We are committed to compliance with all applicable country-specific data privacy laws, including but not limited to, the EU General Data Protection Regulation (GDPR) and the Australian Privacy Act and Australian Privacy Principles (APPs).

Our full Privacy Policy can be found on our website at [www.suasor.net/privacy-policy](http://www.suasor.net/privacy-policy)

## Cyber Security

Our Information and Communications Technology (ICT) systems are state of the art and have been designed for exceptional performance and security.

Our website uses SSL certificates to protect information passed between our website and its visitors. We insist on the use of protected systems for the transmission and storage of all important information and financial transactions. Our methods include two factor authentication for client portal login and access to our secure document area as well as the use of third party escrow agents, that are licensed by governmental authority, to act for the primary transacting parties and make disbursements as per contractual arrangements.

Data security is a sophisticated process, from access controls and encryption to monitoring systems and defined governance our procedures are designed to help ensure the confidentiality of client records and information.

We take client data security and privacy seriously and our Customer Relationship Management (CRM) system meets the following standards regarding the collection, use, and retention of personal information.

- SOC 2 Type 2 compliant
- EU-U.S. Privacy Shield Framework compliant
- Swiss-U.S. Privacy Shield compliant
- TRUSTed Apps Data Privacy certified for G Suite



## Company Information Systems

Suasor is committed to achieving certification of all systems that have been put in place to ensure compliance with relevant standards and the integrity of our service.

Expected certification date: June 2020

Our Quality Management Systems have been designed to meet the requirements of ISO 9001:2015 The benchmark management system standard for over 30 years, aligning performance with strategic direction through a holistic process-based approach to global best practice.

Our Information Security Management Systems have been designed to meet the requirements of ISO/IEC 27001:2013 An international standard which is recognised globally for managing risks to the security of information

## Insurances

Business insurance

Insurer: Woodina Underwriting Agency Pty Ltd

100% Certain Underwriters at Lloyd's

Policy Number: 2022-MS25240-73164

Professional Indemnity

\$10,000,000 any One Claim and \$20,000,000 in the Annual Aggregate

Public and Products Liability

\$20,000,000 Any One Claim and in the Annual Aggregate for Products Liability.

Territory & Jurisdiction: Worldwide

## Memberships

Suasor is a fully paid member of the International Chamber of Commerce <https://iccwbo.org>



## Other Relevant Codes and Information

VICARIA PTY LTD trading as

- » Suasor
- » Suasor Commercial Consultants

ABN: 17 631 112 082

DUNS: 745343000

SIC: 8748

CAGE: Z15C0

NAICS: 541990

## Contact Details

We cater to businesses that are positioning themselves for growth and would like to explore export opportunities with markets in the United Kingdom, Canada, North America, South America, Europe, Asia, Africa, the Middle East and the Pacific region.

If this is something that your business is considering Suasor would like to hear from you, initial enquiries can be made via the following contact details, our web form being the preferred option.

### Guy Primrose

CEO

Mobile: +61 4 0977 2211

Email: [guy.primrose@suasor.net](mailto:guy.primrose@suasor.net)

### Head Office

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[brisbane@suasor.net](mailto:brisbane@suasor.net)

### Mailing Address

GPO Box 307

Brisbane, Queensland 4001

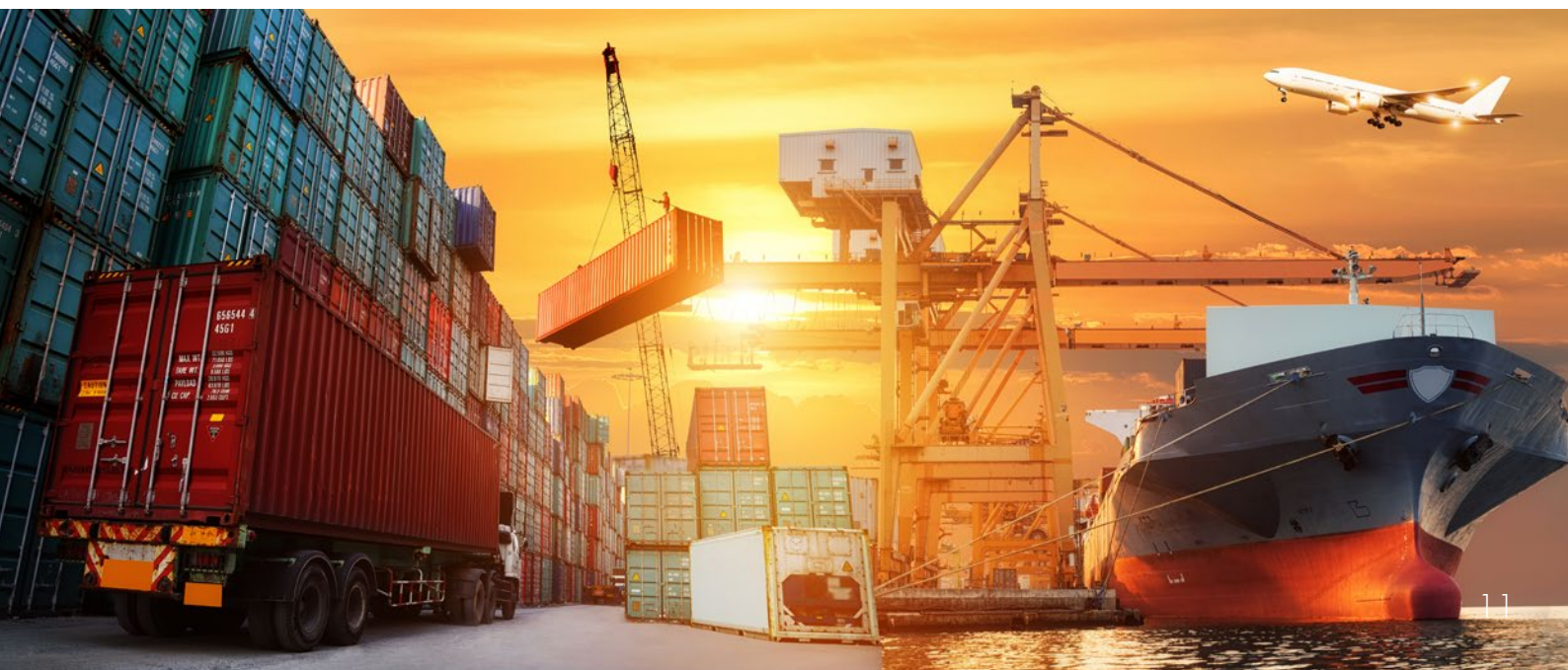
Australia

For all other locations please enquire via our 'Contact Us' form on our website [www.suasor.net](http://www.suasor.net)

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