

## BUSINESS CREDENTIALS



- *Market entry*
- *Inward Investment Attraction*
- *Client Engagement & Business Development*
- *Education*
- *Tourism*



## ABOUT US

*Born in India in 2006, T&A has become a trusted global consulting practice to government economic development agencies, businesses, and academic institutions across Europe, Africa, Asia and the Americas.*

*Using its accumulated knowledge across several key sectors to help clients with accessing opportunities for trade, investment and student growth from India has been at the very core of T&A's organic growth and client success over the last 15 years.*

*Our team of over 50 full-time professionals, primarily based located in our Global HQ in Gurugram near New Delhi, which is also the lead team for Asia, the Middle East, and Africa, is now complemented by new offices in Canada, covering the Americas, and representatives in Belfast, Northern Ireland, and in Berlin, Germany, for customers focused on the UK and European markets.*

*While T&A was formed and has grown around the challenges of doing business in India, one of the world's most complex markets for international businesses, our EDO clients have valued our professionalism, perseverance, and adaptability and today we now represent some of them in Europe and North America.*

*Along our journey so far, we have competed against some of the world's leading consulting and economic development brands and other boutique consulting practices to win the trust of new clients to develop and offer them ongoing support for their market entry strategy.*

*We have fostered an extensive network of trusted industry connections and cooperative relationships and gained deep insights within various sectors and leveraged our network and knowledge to assist our clients in identifying, screening, and evaluating potential clients/partners/investment targets.*

*As a growing international practice and working in a highly competitive environment, we adopt a process-driven and measured approach. We listen and collaborate to plan and implement a customized and successful market entry strategy for our clients, irrespective of their size.*

*T&A doesn't regard itself just as a service provider, but rather as a true partner which shares the visions and the values of its clients. We have the knowledge, experience, expertise, and ingenuity to help our clients grow their international footprint*

*At T&A our client retention is a source of great pride. From the very outset, we always take the time to fully understand the needs of our clients but of equal importance it's the expertise and experience that we share with clients that leads to the development of a strategic plan and a real and successful partnership.*



## We are T&A. We go beyond

*The organization is broadly structured into five main verticals, namely:*

**Market Entry:** *Our portfolio of market entry services includes opportunity assessment, feasibility studies, targeted market research reports, competitor analysis, price benchmarking, and location identification*

**Inward Investment Attraction:** *This consists of targeted Foreign Direct Investment attraction and promotion, analysis of investment trends & opportunities, detailed follow up with the high potential for investment, generation of prequalified leads and sales & negotiation support for final settlement*

**Client Engagement and Business Development:** *This comprises organization of trade and reverse trade missions, workshops, conferences, and webinars and B2B matchmaking activities, partner identification (joint venture, distributor, vendor, licensee, and franchisee), technology collaboration and on-going sales & marketing representations*

**Education:** *This incorporates student recruitment support and representation to reputable international education institutions i.e., managing of existing agents and expansion of the agent network, partnerships (especially Twinning Programs) and research collaborations with universities and developing corporate linkages for training programs and joint research initiatives.*

**Tourism:** *Promotes inbound tourism and provides representation to Tourism Boards and Destination Management Companies*





# International Assignments

*Among its international clientele, T&A is privileged to be:*

- *India Advisor: Trade & Investment Queensland*
- *India Representative: New Jersey India Centre*
- *India Representative: South Carolina Department of Commerce*
- *Strategic Advisor: Switzerland Global Enterprise*
- *India Trade Advisor: Business Finland*
- *India Advisor: Investment New South Wales*
- *Service Provider: German Trade & Invest (GTAI)*
- *India Advisor: Export Services Framework – Government of Wales*
- *South Asia Representative: Queen's University Belfast*
- *India Representative: University of Derby*
- *Knowledge Partner: Talent Boost, Government of Finland*
- *Indian Representative: Marine Bay Sands Hotel – Singapore*
- *India Advisor: Enterprise Ireland*
- *Europe Representative: New Jersey Europe Centre*
- *Europe Representative: Invest Alberta*
- *Global Consulting Advisor- Nova Scotia Business Inc.*
- *Advisor – Swiss Business Hub, Canada*
- *Advisor- Invest Northern Ireland, Canada*

*whereas previous engagements included:*

- *Embassy of Brazil, New Delhi*
- *Brazilian Trade and Investment Promotion Agency (Apex-Brasil)*
- *Korea Trade Promotion Corporation (KOTRA)*
- *Hungarian National Trading House*
- *Swiss Stock Exchange*
- *Scottish Development International*
- *Export Promotion Office Ukraine*
- *Malaysia External Trade Development Corporation*
- *Knowledge Partner: Embassy of India, Switzerland (Momentum in India: Swiss SMEs Program - MISSP)*
- *Embassy of Argentina*
- *ProChile*
- *Embassy of Poland*

## EDO Clientele



## Education



## Tourism



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