



## Nenko Advisors International

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*Guiding You to Successful Globalization*

*Major opportunities exist today for American companies to expand into emerging international markets.*

*Are you prepared?*



*A journey of a thousand miles begins with a single step.  
Make sure you are setting out on the right path. Take your  
step into globalization with Nenko Advisors International.*

## ***Why work with Nenko?***

“Going International” is a complicated process. It entails a great deal more than getting on a plane and showing up. Misreading cultural factors and different business practices combined with international regulatory and taxation issues can cause even the most earnest efforts to fail

Doing international business “profitably” is harder still and takes much longer than most people expect.

Nenko can guide you every step of the way. We assist you in leveraging your resources, both financial and human, to make your international efforts pay off. We help you to minimize lost time due to unfamiliarity with the international marketplace, and to avoid costly mistakes.

## ***Our services***

- Business Matchmaking
- Partner Selection
- Location and Channel Selection and Implementation
- International Representation
- Outsourcing and Supply Chain Management
- Local Vendor Management
- Feasibility Analysis
- Market Assessments
- Marketing Communications
- Financing and Capital for International Growth
- Cross Cultural Training, Interpretation and Translation

Our particular expertise is in Asian markets - particularly India, China, Japan, and Korea. We organize trade missions during which we can act as your representatives to connect with people and companies on your behalf.

We are also associated with experts in Latin America, Eastern Europe and other developing areas.



*Deal Maker  
Problem Solver  
Global Contacts  
Sourcing Guru*

## Bruce Rubin, CPIM, MBA

- \* Over 30 years experience in international sales and outsourcing products worldwide
- \* Brings a “can do” attitude to all issues
- \* Provides solutions that work and are easy to implement
- \* Knows where to go in the world to get the best deal
- \* Has connections with knowledgeable and trustworthy associates in many countries



*PhD Chemist  
Strategist  
Diagnostician  
Storyteller*

## Dr. Jean Wilcox

- \* Over 25 years experience in international business
- \* Sees the big picture and communicates it clearly to any audience
- \* Understands other cultures and works effectively with cross cultural teams
- \* Translates complex concepts into clear customer benefits, marketing messages and brand strategies
- \* Has managed cross functional team to meet aggressive schedules



*“Wolfie”  
Entrepreneur  
Innovator  
Financier*

## Jerry Wolf

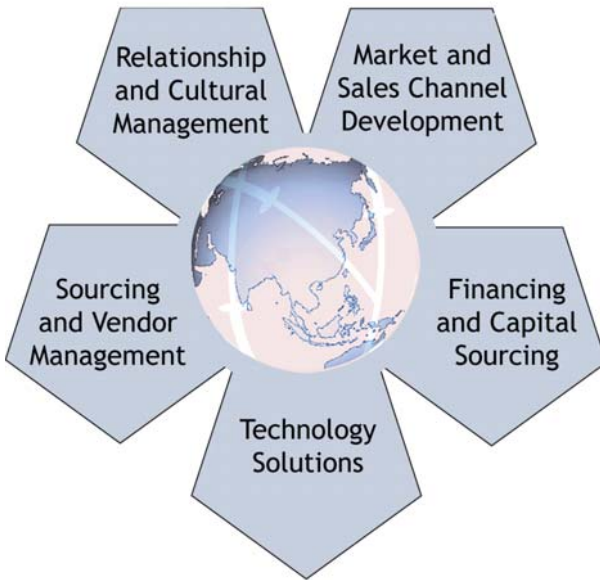
- \* Has 30+ years of experience in international accounting firms, and as CEO and founder of multiple businesses with worldwide customers
- \* Builds profitable businesses, taking them from inception to thriving operations
- \* Perceives trends, adapts to change, implements new and innovative concepts
- \* Arranges financing to enable companies to achieve their growth objectives
- \* Attracts top talent from multiple sources to build effective implementation teams

Nenko is derived from the Japanese:

年 “Nen” (years) 功 and “Ko” (service)

Our mission is to give **you** many years of service by applying, on your behalf, the expertise we have gained in **our** many years of service, including connections throughout the world and an understanding of international business practices and the impact of culture.

Whatever your need in the international marketplace, Nenko can assist your company to expand its global business profitably.



*The Nenko Shuriken™ 360 Approach*



**Nenko Advisors International**

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