



INTRODUCTION TO ATLANTICA GROUP LLC

Atlantica Group LLC (www.atlanticagroup.com) is an international business development firm based in Portland, Maine. Founded in 2000 by Perry B. Newman, Atlantica Group assists clients in the public, private and non-profit sectors achieve their international growth objectives. Prior to forming Atlantica Group LLC, Mr. Newman served (1996-2000) as the state of Maine's first Director of International Trade and the first president of the Maine International Trade Center. Prior to entering the public sector, Mr. Newman chaired the international business law practice at a major Midwestern (US) law firm.

In business continuously since 2000, Atlantica Group counts among current and recent clients Canada's Department of Foreign Affairs and International Trade, CMHC International, Business New Brunswick, Nova Scotia Business, Inc., the United States Department of Commerce and numerous private sector firms in many industries based in the US, Canada and Israel. We have also worked with French firms in industries ranging from information technology to electronics to radiology, as well as agricultural products and seafood companies.

Much of our work is conducted on behalf of clients located outside the United States. We maintain close working relationships with the Canadian Consulate General for New England, the Israeli Consulate for New England, and the French Consulate for New England. Inasmuch as Perry Newman, Atlantica Group's principal, serves as Canada's first Honorary Consul to the state of Maine, our relationship with Canada is particularly close. Mr. Newman also serves on the boards of directors of the New England Canada Business Council, the New England Israel Business Council and the French American Chamber of Commerce for New England. Our relationships with governments and government trade offices are often helpful in serving clients interested in expanding their markets abroad.

A significant portion of our work involves supporting export development, investment attraction initiatives and the development of bi-lateral exchanges for government or non-profit organizations. In addition to our extensive market research activities, we have coordinated more than twenty trade and international investment missions for both public and private sector clients. In all such cases we have been engaged to identify potential partners for our clients. Recruiting “targeted” companies and individuals is a core competence and regular activity for our firm. We regularly coordinate both trade missions and follow-up activities designed to continue the momentum generated by a successful mission.

Business Model: Atlantica Group earns its fees on a project or retainer basis. We typically enter into contracts with our clients pursuant to which particular, identified services are delivered pursuant to an agreed Scope of Services. For example, “stand-alone” trade missions are most often the subject of a project-basis fee, while ongoing market development activities may be governed by an annual retainer agreement. In all cases, however, we are flexible and work with our clients to develop an agreeable model that accommodates our respective needs.

CASE STUDIES AND REPRESENTATIVE ENGAGEMENTS

The following engagements are representative of our work. Please feel free to contact us for more information or to discuss any aspect of our approach to business development.

CLIENT	NATURE OF ENGAGEMENT
Canadian defense and homeland security firms	Market analyses of grant and other funded opportunities for bilateral (US – Canada) cooperation in the US; introduction of Canadian firms to leading US defense contractors, including General Dynamics and Raytheon. Trade mission to Washington, D.C. and Boston.
Canadian housing and building component manufacturers	Analysis of US market conditions, dealership and distribution structures and market opportunities for large internationally active manufacturers of housing solutions. Trade missions to Boston, northern New England, NYC and Chicago.
French seafood cooperative	Coordination of two coast-to-coast industry tours (trade missions) and meetings, in Canada and US. Halifax → Vancouver; Maine → California
French agricultural cooperative	Detailed analysis of key segments of US gourmet fresh food market; analysis of distribution chain and buying decisions.
Canadian federal government	Market analyses and strategic US market development initiatives for Canadian crown corporation serving leading

	Canadian industry; coordination of trade missions to the US
Canadian provincial governments	Market research and strategic market development initiatives to support export development efforts of individual Canadian exporters. Trade missions to the US.
Israeli defense contractor	Comprehensive analysis of US defense market segments, followed by recommendations for market entry; triage and due diligence on potential acquisition and joint venture targets.
Israeli IT firm	Detailed analysis of US market for niche IT applications, legal infrastructure, decision-making processes in public procurement; analysis of leading market players.
Israeli acoustic technology developer	Identification of potential partners in US and France for co-development of technology for noise reduction.
Israeli developer of secure email	Market analysis of leading industry players in US; provide support to Israeli in selection of legal counsel to pursue intellectual property protection.
Israeli developer of 3G telecom	Introduction of company to potential development partners in France
US IT firm	Development of US business opportunities for integrator and applications developer
US advertising and marketing firm	Development of opportunities and facilitate introductions for US advertising and marketing firm in France
US industry organization	Organizational, Board of Directors and mission development for eight chapters of rapidly growing national industry association based in Washington, D.C.

We appreciate your interest in Atlantica Group and look forward to the possibility of our working together. For the most up-to-date information concerning our projects and interests, we encourage you to visit our website at www.atlanticagroup.com, as well as our competitive intelligence and analysis division, www.atlanticaanalytics.com.

Respectfully submitted,

Perry B. Newman
President