



SH INTERNATIONAL LLC

# About Us

**SH International provides consulting services to businesses, including manufacturers and investors, wishing to expand in and into emerging market countries.**

Our mission is to enable our clients to harness latent growth potential by tapping into global emerging markets, while also contributing to the strengthening of US international commercial ties and global economic development. We offer multilingual expertise with experience in five continents. Our specialty is hands-on consulting services delivering real results, not passive recommendations.

Our clients include manufacturers aiming to enter and create new global markets, distributors targeting new partnerships or product sources, investment companies looking for emerging market opportunities, foreign businesses seeking financing, and US companies needing export financing.



# Values

Achieving growth through emerging markets requires flexibility. We tailor solutions to fit unique challenges to help your company reach new horizons and greater success. The only **SCRIPT** that we have for engagement with our clients is our core values:

- Symbiosis** We build engagements that bring meaning and added-value to every party involved
- Community** We respect all communities that your company serves, both in the US and internationally
- Real results** We not only strategize, we also help execute specific recommendations. We accept performance based compensation to limit your risk
- Integrity** Integrity starts with intentions and reveals itself in action
- Partnership** Your success is our success- we view our clients as partners and establish win-win relationships of mutual esteem
- Thought** Our extensive networks enable us to provide thought leadership on a wide spectrum of global issues



# Services

SH International offers a wide range of emerging markets consulting solutions, including:

## **Business Development & Strategic Planning**

- Bringing companies new volumes of sales by harnessing the growing consumer appetite of emerging market countries
- Creating and defining international expansion business plan and strategy along with providing execution assistance to ensure success
- Identifying and selecting representatives, partners, agents, distributors and suppliers to rapidly accelerate market viability
- Assisting with contract negotiations and ongoing relationship management with new buyers and partners
- Simply becoming a “secret weapon” in the arsenal of a company’s sales team, using our international business know-how and cross-border resources to increase profitability through representation services



# Services

## **Finance & Risk Advisory**

- Helping secure financing for any expansion or need- we have relationships with government agencies, multilateral organizations, banks, and private investors. We also work on the other side- with investors who are seeking new opportunities
- Targeting and forming strategic and financial partnerships and joint ventures
- Providing financial planning as well as comprehensive financial modeling for companies to enable dynamic decision making
- Analyzing risks and delivering a comprehensive risk management plan to control and minimize negative uncertainty
- Providing due diligence services



# Engagement Timeline

**PHASE 1**  
**Initial Consultation**  
**1-2 weeks**



**PHASE 2**  
**Business Fundamentals**  
**1-4 months**



**PHASE 3**  
**Action and Results**  
**varies**

## **PHASE 1** **Initial Consultation**

- We will review your company's current situation, future objectives, and financial condition, as relevant
- We will give an initial assessment of the viability of your goals and how we can enable you to achieve them
- If we believe that you may not be in an immediate position to follow your proposed trajectory, we will offer insights as well as areas and suggestions for improvement



# Engagement Timeline

**PHASE 1**  
**Initial Consultation**  
**1-2 weeks**



**PHASE 2**  
**Business Fundamentals**  
**1-4 months**



**PHASE 3**  
**Action and Results**  
**varies**

## **PHASE 2** **Business Fundamentals**

- To successfully execute any strategy, there are supporting foundations to put in place first This could include formulating an expansion plan, constructing financial tools, or understanding target marketplace demand and environment
- Exact deliverables and cost estimate will depend on objectives, and will be determined in the previous phase



# Engagement Timeline

**PHASE 1**  
**Initial Consultation**  
1-2 weeks



**PHASE 2**  
**Business Fundamentals**  
1-4 months



**PHASE 3**  
**Action and Results**  
varies

## **PHASE 3** **Action and Results**

- Effective execution will impact your company's bottom line more than any amount of strategizing
- We will assist in implementing the strategy developed in the previous phase and will do everything that we can to ensure its success
- With results-orientated consulting, we can often base the majority of compensation for this phase on pre-determined metrics of success





# Engagement Timeline

Each of the three phases builds upon the previous one, and is designed to provide serious value for your investment regardless of whether your company continues to the next phase and completes the full process.

**So your company remains in control and decides how far and in which direction it goes and grows**



**“SH International has extensive emerging markets commercial and finance experience, and deep networks in Turkey and other global markets. If you are seeking practical and strategic cross-border business expansion or development, then you have found your partner for success.”**

*Hamed Latif  
Manager, Clifford Chance*

**"The quality of SH International's work is comparable to that of much larger firms, and they have introduced us to several investment opportunities in the Middle East, South Asia, and Africa. I recommend SH International entirely."**

*Julio Marquez,  
Partner, Wyndham Global Partners*





# *Sara Haq*

## *Principal*

Before starting SH International LLC, Sara worked for the International Finance Corporation, part of the World Bank Group, where she gained business and finance expertise in emerging markets across Latin America, Middle East, Africa, Eastern Europe, Central Asia and South Asia. She speaks six major world languages: French, Spanish, Arabic, Turkish, Hindi/Urdu, in addition to her native English. She has worked in more than fifteen countries, and has travelled to more than thirty.

Sara studied Finance and Business at the Wharton School of the University of Pennsylvania. She was born and raised in Wilmington, Delaware.





**“On top of the tremendous hands-on global work experience, Sara [Principal of SH International] has an uncanny ability to comprehend cultural differences. I have seen her use different negotiating tactics with individuals in Croatia than she used in negotiations with a Pakistani project Sponsor.**

**Sara has a sharp mind that looks at issues from several angles including those of all the various parties involved in a transaction, whether the issue be business viability, risks, or intangible personal issues that could impact a person's or particular party's point of view. This ability to assess a situation makes Sara a shrewd negotiator and outstanding leader.**

**Coupled with the outstanding business acumen is a tenacity and focus to achieve results. She finds real solutions for problems while others ponder theoretical possibilities.”**

*Carmen Genovese*

*Chief Credit Officer, International Finance Corporation (World Bank Group)*



A hand is holding a small globe of the Earth. The globe is blue with white grid lines and is printed with the SH International logo, which consists of a stylized sun or starburst design. Below the logo, the text "SH INTERNATIONAL LLC" is visible. The background is a bright, out-of-focus outdoor scene with greenery and buildings.

**Contact us to discuss next steps!**

**info@shinternational.us**

**(302) 476-2334**

**3317 Breidablik Drive.  
Wilmington, DE 19807**

**<http://www.shinternational.us>**