



## **GO GLOBAL**

Fallingwater Consulting Group is an advisory firm that helps manufacturing companies with international business development and strategy.

With 95% of the world's population located outside of the U.S., manufacturers are losing ground if they are not doing business internationally.

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#### OVERVIEW

Just as a prudent investor diversifies to reduce risk and maximize opportunity, spreading business to a variety of geographies and market segments can yield tremendous results, not to mention the possibilities in leveraging global scale to reduce costs, build brand equity and gain cash flow advantages.

But many companies don't have the time or resources to hire an experienced in-house international business development team, don't want to devote the resources or simply don't know where to start. While an organization may have some type of international exposure or engagement, many are simply reacting -- as opposed to proactively pursuing -- an international strategic business development plan.



# We can bring value to you through our international trade expertise in these areas:

- + STRATEGY & PLANNING
- + MARKET ENTRY & EXPANSION
- + MARKET RESEARCH
- + EXPORT MANAGEMENT



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**Fallingwater Consulting Group** has over 20 years experience in international trade. We add value to organizations by helping them “go global” in a more systematic, proactive and efficient way to gain the benefits of international business activity:

#### **Increased Sales & Profits.**

There is an obvious advantage to looking beyond our own borders for business opportunities.

#### **Diversification of Risk.**

A wise organization should not “have all of its eggs in one basket” by focusing on a single geographic market, segment or customer.

#### **Product Life Extension.**

While some products may have reached the end of their lifecycle in the USA market, they may offer excellent business opportunities abroad.

#### **Cost Advantages.**

Implementing an overseas purchasing, warehousing, assembly or manufacturing strategy may lower costs and achieve a more competitive position in the market.

#### **Global Economies of Scale.**

Brand equity, finance, human resources, information technology and supply chain infrastructure may be leveraged at a greater advantage to the overall business.

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## TESTIMONIALS

“We hired Fallingwater Consulting Group to assist us with a business development project for the Asia Pacific region. I strongly recommend that anyone engage with Fallingwater Consulting Group for business development projects.”

**Marcus Smith, SHOCKWATCH, INC.**

“Christopher Marino is a pleasure to work with. He is honest and ethical in his business practices and this provides an environment where both companies can benefit while working together.”

**Russell Myers, FELLOWES, INC.**

“Chris is an outstanding professional. He does an exceptional job of managing projects in a multicultural environment.”

**Mathieu Palisson, INVEST IN FRANCE AGENCY**

“I would recommend Chris to anyone looking for someone to forge strong client relationships and help their company expand.”

**Rick Robinson, CRATERS & FREIGHTERS, INC.**

“Chris is effective in directing and leading the growth of a multinational company across various international facilities.”

**Connie Abela, KARL STORZ ENDOSCOPY-AMERICA, INC.**



**Christopher Marino**

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