

NUTRACEUTICALS · B2C & B2B

Succeeding in the EU Market

How structured market strategy and the right partnerships helped a US-based SME build a foothold in Europe.

WHAT WE WERE ENGAGED TO DO

Entering the EU Market from a US base

- Establish a strategic and sustainable market-entry pathway
- Assure product's conformity to EU regulatory rules
- Build regional representation through a robust distributor network

THE OUTCOME

From the US Market to a European Foothold

EUR mid-six-digit recurring sales

Achieved through appropriate regulatory compliance, structured market entry, and distributor partnerships

Well-informed regulatory and market strategy with the right partnerships can accelerate international expansion — also for smaller players with big ambitions.

LET'S TALK

Start a conversation about your innovation ambitions.

InnoCres Consultancy supports corporations, SMEs, and start-ups in
AgriFood, Functional Food Ingredients, and Industrial Biotech.

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