



## **2021 BUSINESS DEVELOPMENT OVERVIEW**

***YOUR SAFETY IS OUR BUSINESS***



## About us:

High Mark Defence Group Ltd. is an international business development and consulting company based in Sugar Land, Texas. Our experts specialize in assisting military and security manufacturers expand their businesses and increase their market share within the Middle East and North Africa.



If you are a manufacturer within the Military and Security sector and want to enter the Middle Eastern or North African market, High Mark Group are the pioneers to get you established and associated with suitable business opportunities. If you are already an established company in the MENA region and are seeking growth, we will help you identify unique opportunities and overcome challenges, whether cultural or financial.



Our USA and UAE based business specialists can help you work through the issues and assist you every step of the way. Whether it is in assisting you in forming or reviewing your strategies, or identifying and managing the benefits in delivering them, we have proficient experts that can advise and assist you across your organization.



High Mark Group is not just a company or a name. It is a passion, an ambition to grow, serve and excel. Our victory is determined by the hard work, commitment, and loyalty of our team members. We strive to establish a strong, promising bond with our clients and aspire for your success. Even through changing circumstances, we are dedicated in providing our customers with outstanding business solutions.



## Services:



High Mark Group offers first class professional business development consultancy to business owners in the Private, Government and Non-Government sectors within the Middle East and North Africa.



We are greatly passionate about helping you as a client, not just achieve targets but significantly exceed them. High Mark Group specializes in the delivery of business transformation projects across all disciplines including project strategy, delivery, rescue, and review or team improvement.



We work in close partnership with our clients to deliver widespread positive change regardless of project objectives, organizational size, or company culture.



Our team can assist you in creating the right business strategy and can then provide the resources to help you implement them. With many years' experience, we can focus on expanding your business ethically in the offshore business arena.



### **In a few words we can:**



Identify and introduce you to solid credible partners, contractors, system integrators and if required, end users. Develop and maintain strong relationships with existing clients.



Rectify any loose relations within your target market and gain back any lost business.



Help you culturally integrate your international operations by providing translation and localization of all marketing and communications materials, both internal and external, to ensure that the nuances are clearly communicated.



Aid you in establishing new branches; manage business establishments and development activities.



Support your company, negotiate agreements on your behalf, acquire projects and overall increase your business sales and efficiency.



Strategic planning prior to expanding internationally is critical to success. High Mark Group can make your next venture both time and cost effective by helping your business grow through successful expansion into new markets.



**Our commitment and energy for real results is what makes us stand out. We are proud to be different from other consultancies. We deliver our projects with passion, openness, and accountability.**



**We focus on action, not words, and transfer our knowledge to those we work with to leave lasting value. We believe that whoever the client is and whatever the project requires, by working in honest partnership together, we can deliver results that far exceed expectations.**



## **FAQ'S:**



**Why should you consider the Middle East for your business expansion?**



**Aren't these regions sometime dangerous or politically unstable?**



**There are numerous misconceptions surrounding doing business in the MENA region. The social conservatism attributed to the areas, coupled with the perceived risk of possible business disruption from political or social unrest has made many business leaders fearful of expanding into this region.**



**The MENA encompasses an enormous geographical area as well as a vast and diverse mix of cultures and boasts both rapidly modernizing markets and an educated workforce. Over the past 10 years, most countries within the region have improved their infrastructure, increased security, and implemented business regulatory reforms that make it easier than ever for companies to conduct business. With the right product, attitude, and strategic partnerships, the MENA region can provide you with an extremely lucrative market and be an excellent vehicle for exponential growth.**



**Many businesses are seeking international expansion in the Middle East as a source of increasing their revenue stream, and rightly so. One of the hottest places to expand business internationally is the Middle East and this is due to several factors, the most prominent of them is due to the area being extremely wealthy and its eagerness to widen their USA brand presence.**



How can we help you expand or increase revenue within the Middle East and North Africa?



Our experts have many local contacts and have built strong relationships with these partners, as well as a solid understanding of the varying cultures and business climates within the Middle East. By contracting us you gain our relationships and regional knowledge at a fraction of the cost and time of setting up your own team. We can help you start the orders flowing within one year.



## Foundation:



High Mark Group was founded by Mohd Nasser with his two decades of international experience in business development and start-ups in the MENA.



Educated in Houston, Texas USA, the graduating class of '88 from the University of Houston, Nasser spent over 25 years with safety, security and military equipment's & solutions, held several senior positions more recently having been Head of High Mark Group operations in the USA & UAE in which he was tasked to establish, build and sustain a viable security business on behalf of safety, security and military in MENA region. As well as, sales, marketing, distribution, product training, and technical support and risk mitigation solutions that enable governments, non-governmental and international organizations to assure high-value products and services.



With the ambition and desire to embark on a new journey and face new challenges, Nasser decided to return to his homeland and start-up High Mark Group in the USA, where he could assist multiple companies simultaneously to enhance and expand their businesses.