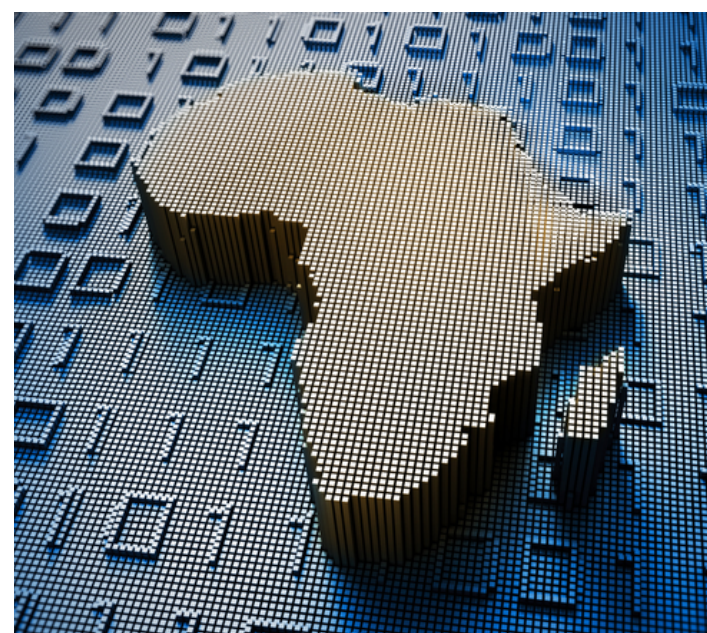


Export Assistance and Development

**Over 35 years of  
experience**



**Emerging  
countries**



**Africa**



**Financing and  
Risk  
Management**



**International  
Business  
Development**



**Flexible and  
reactive**



**Solid and  
comprehensive  
Network of  
partners**



**Tailored  
approach**

# EAD, your partner in every step of your project



Each mission begins with a due diligence process followed by an analysis in order to offer you a solution designed to meet your priorities and which will match your needs in the short and long term, depending on the project considered.

Our approach is hands-on and our added value is based on a close collaboration with our customers

It is only through a sustainable and transparent partnership that, together, we can achieve success.

We would like to be seen as part of your team.

**Our leitmotiv : your satisfaction**



# International Business Development

- General consulting on how to do business in the targeted country or geography: review of all essential aspects, from country-risk analysis to the repatriation of profits and tax implications.
- Elaboration and implementation of a detailed commercial development strategy in the targeted country or geography.
- Facilitation of contacts with local key stakeholders: potential distributors and agents, freight forwarders and customs agents, local banks, chartered accountants and law firms.
- Organisation of investment missions and B2B sessions with potential customers.
- Lobbying and presentation of your project to the local governmental organisations for ensuring a positive treatment.
- Actual creation, on turn-key basis, of local, permanent establishments such as subsidiary or joint-venture. Obtaining the necessary business licenses and permits.

## Our value-added



Successfully active in  
the emerging countries  
for several decades



Comprehensive  
portfolio of  
contacts

# Our areas of expertise

## Trade Finance

**Identification, negotiation and implementation of the best possible solutions in terms of :**

- Confirmation of documentary credit.
- Non-recourse discounting of documentary credit and avalized drafts.
- Issuance of bank guarantees and stand-by letters of credit.
- Issuance of special credits such as back-to-back and transferable documentary credit.
- Structured commodity financing.
- Sensitive debt collections.

## Facilities and Loans

**Structuring, negotiation and implementation of :**

- Short-term bank facilities: overdraft lines, short-term loans, cash management and receivables financing.
- Import finance facilities: refinancing of suppliers' credit, supply-chain and inventory financing.
- Improved suppliers' credit-terms.
- Improved bank charges and overall financial costs.
- Reduction of levels of collateral sought by banks and suppliers.



# Our areas of expertise

## Project Finance and PPPs

- Elaborate the most adequate financing strategy: from corporate finance to off balance-sheet financing.
- Suggest the best strategy for an efficient presentation of the project to external stakeholders and potential financiers.
- Structure of bank loan-syndication and SPV (Special Purpose Vehicle).
- Project-risk mapping and identification, implementation of political-risk insurance policies for protecting your long-term investment abroad.
- Set-up of Public-Private-Partnerships with international development agencies and governmental ECAs (Export Credit Agencies).

## Risk Management and Insurance

- Reduction of export credit-risk via trade-finance instruments provided by banks.
- Reduction of export credit-risk via the implementation of tailor-made export credit-insurance policies (all types).
- Elaboration and implementation of risk hedging strategies with selection of the instruments best adapted to your needs: foreign-exchange risk, variable interest-rates, commodities.
- Optimization and implementation of freight insurance schemes.
- Detailed risk-mapping of your projects.
- In-depth due-diligence of your projects with a focus on performance-risk and all of its various aspects.
- Audit of your risk-management function and processes, identification of areas to be improved or eliminated, implementation of changes and improvements.



# Executive Training

- Finance for non-financial people.
- Incoterms
- International trade techniques.
- Doing business in the emerging and development countries.
- International risk management.
- Finance for new venture management.
- Project finance.
- The financing of projects via Public-Private-Partnerships (PPPs) and how to tap funds from international development organisations and ECAs.
- How to build an efficient business plan.
- Lean Six Sigma and process optimization.
- How to remain compliant: the fight against money-laundering and the financing of terrorism.



## Our value-added



Personalized  
advice  
Tailor-made  
training



Individual or  
group  
In person or via  
videoconference



Ongoing and  
personalized  
support for  
participants

# EAD : who we are



**Patrick Lecoy**, Founder and President of EAD has more than thirty years of experience and is an internationally recognized expert in the fields of business development, financing and risk management in the emerging countries.

Patrick has structured and led numerous international projects, ranging from commercial transactions to the construction of infrastructures.

Patrick worked for many years as a director in the emerging markets division of the Dow Chemical Company, leading significant projects in these sensitive markets. He also worked for The World Bank in Washington DC, USA, focusing on the elaboration of financing and PPP schemes in the developing countries



With 15 years of experience in financing and securing international transactions, **Morgane Tigreat** works on complex commercial and financial security issues in international projects.

Morgane acts with companies through the structuring of financing and rescheduling solutions in their international development, mainly in emerging and developing countries.

Morgane worked for many years in several international and regional banks. This accumulated experience has given her an in-depth appreciation of workings of the banking system.

# EAD's membership



**The London Institute  
of Banking & Finance**



**CREDIMPEX FRANCE**

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