

Market Entry and Export Promotion Services

The Defence Export Challenge



Wouldn't it be great if defence export opportunities were straight forward, easy to navigate and the chances of you winning business were better than average?



What if you knew the real export market opportunities, when the opportunity is likely to be announced, and your likelihood of success?



If this was the case, then you wouldn't have a requirement for Tangent Link



The reality you face

International defence markets are challenging even for mature companies with business development resources and international market entry experience

Prime defence companies open in-country offices where they wish to succeed and often wait years for success

SME's are challenged to navigate ever shifting local priorities and needs. Many international companies leave without any success stories to tell

Government trade and investment services are often poorly funded. Most international Embassies are resourced with one or two trade and investment members who deliver opportunities across the board, not only for defence and aerospace

Services offered

- ✓ Present the Command Structure of stakeholders and decision makers, including their suppliers and changing technology needs
- ✓ Provide introduction services of the stakeholders responsible for your technology or service offering
- ✓ Monitor emerging opportunities to match your product with end-market needs
- ✓ Identify tender opportunities including competitor analysis
- ✓ Connect you with established local companies looking for international partner



More evidence-based information allows informed decisions on whether to prosecute an opportunity or not.

Our goal is to understand our customers' needs and help them to achieve results.





Who benefits from this service

- ✔ Prime companies looking for an independent view on the opportunity landscape
- ✔ SME's with mature and export-ready technology who are looking to fast-track a product or service to a pre-qualified audience
- ✔ Companies who regularly attend international trade shows on pavilions or dedicated stands who want quality meaningful leads from the exhibition they attend
- ✔ Companies seeking to confirm whether there is an opportunity including; who the competition is and the timeline to tender, the geopolitical landscape for doing business and the likelihood of success
- ✔ Companies looking to deliver a tailor made, dedicated product or service roadshow to an export market in a specific country or region

We customise solutions to meet your exact needs

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