

## **ALTIOS: 30 years old, an international success story**

**The leader in international expansion services for Small and Mid-Cap companies is celebrating its 30th anniversary this year. On this occasion, ALTIOS looks back on the major stages of the journey so far...**

### **The starting point: a vision, an innovative project**

With the growth of international trade, all companies are asking themselves questions about their internationalization. Looking back 30 years, the geopolitical context was very different - the structuring of the European Union, integration of China into the WTO, continued growth of the United States, the rise of the BRICS, economic cycles in Latin America, etc. However, the constraints companies face conquering foreign markets remain the same today.

To start and then permanently establish an international business, SMEs and Mid-Caps are faced with complex, long and costly efforts. They do not necessarily have the expertise, financial resources or local support networks needed to successfully expand their operations on foreign markets.

On the other hand, many opportunities come with international expansion. This is a strategic issue for Small and Mid-Cap companies. The competitiveness of companies is increasingly assessed in terms of their ability to take advantage of the internationalization of markets and the opportunities for growth, innovation and inspiration that this brings.

ALTIOS was born out of this observation in 1991 with a simple idea to meet the international development ambitions of exporting companies. ALTIOS is the story of a passion for international business and the meeting of 5 personalities - Bruno Mascart, David Gerard, Patrick Ferron, Boris Lechevalier and Klaus Maier - focusing on 3 key points:

1. **To offer companies a unique network of global locations**, strategically positioned in growth markets to facilitate their integration into new markets, countries, and cultures.
2. **To design complete and operational solutions integrated under one roof**, to facilitate their expansion at every step of their international journey: strategy, business development, recruitment, HR services, subsidiary management, acquisition, industrial establishment,
3. **To gather around this innovative support model a strong ecosystem of international partners**, fueling augmented growth and synergies to take advantage of global opportunities: government agencies, private equity firms, banks, trade associations, etc.

ALTIOS has developed over the years to become the leading international advisory firm for Small and Mid-Cap companies wanting to expand in the G30, with nearly 750 talented employees in 22 countries. ALTIOS has remained independent, with its partners and managers holding 100% of its shares.

In 30 years of activity, ALTIOS has supported more than 10,500 businesses in Europe, the Americas and Asia to simplify their expansion process and facilitate their establishment in multiple global markets.

### 30 years of expansion: Highlights

- 1991** Founded in Sydney, **Australia** by Bruno Mascart. Assisting European companies in their development and establishment in Australia. *3 employees.*
- 1997** Creation of the first ALTIOS office in **France** in Nantes by David Gerard, after 2 years in the Australian office. *9 employees.*
- 1999** Patrick Ferron joins the company. ALTIOS moves to a strategy of supporting companies in each of the world's regions with the establishment of partners in the **United States** (North America), **Argentina** (South America) and **China** (Asia), in addition to **Australia** (Pacific) and **France** (Europe). *18 employees.*
- 2003** Boris Lechevalier joins the company with the creation of the second ALTIOS office in France in Lyon. Integration of the **USA** and **Brazil** offices (after the closure of the office in Argentina) through organic growth. *27 employees.*
- 2005** Establishment in **India** (New Delhi) through organic growth. *45 employees.*
- 2008** Signing of a strategic partnership with the **Crédit Agricole Group** through an acquisition operation which also allows the company to benefit from a network of 150 partners in 50 countries. ALTIOS becomes the exclusive partner of Crédit Agricole and LCL for the internationalization of their corporate clients. Evolution of ALTIOS' strategy to expand its footprint and to focus on the 20 largest world markets with the integration of projects in Europe and the Middle East. *72 employees.*
- 2011** New subsidiaries in **Mexico**, **Russia**, and **Germany** through organic growth. *136 employees.*
- 2012** Acquisition of a leading firm in **Poland** and **Eastern Europe**. Launch of an innovative offering, **International Strategy Practice**, dedicated to fast-growing companies facing international changes. *165 employees.*
- 2013** Opening of new subsidiaries in Asia - **Hong Kong** through organic growth and **Singapore** through acquisition. *188 employees.*
- 2014** Development of **Trade & Invest services** dedicated to **government agencies to facilitate internationalization of their businesses and attract foreign investors to their territory**: Austrade, SelectUSA, Investissement Québec, DIT... *215 employees.*
- 2015** Opening of **Canada** and the **UK** through organic growth. Development of partnerships with **investment funds** aimed at providing international development paths for their business holdings. *246 employees.*
- 2016** Opening of **Spain** and **Dubai** through organic growth. Partnership with **Santander UK** to provide international support to their corporate clients. *265 employees.*
- 2018** Opening of **Spain** and **Dubai** through organic growth. Partnership with **Santander UK** to provide international support to their corporate clients. *292 employees.*
- 2019** Partnership with the **National Bank of Canada** and **Development Bank of Canada** for the internationalization of Canadian companies. Launch of the new **External Growth Practice** dedicated to cross border acquisition for Small and Mid-Cap companies. *350 employees.*
- 2020** Opening of **Vietnam**, **Malaysia**, and **New Zealand** through organic growth. Launch of the new ALTIOS visual identity to assert its origins and influence in this new decade. *384 employees.*
- 2021** Acquisition of a company in **Spain** to strengthen our services in the market. Merger with **M+V** (*300 employees*), the leader in the establishment of German companies in India and a new partner in the holding company, Klaus Maier. Launch of the **Global HR Solution**, dedicated to international HR recruitment, management, and mobility. *750 employees.*

Since 1991, ALTIOS has carried out 10,500+ internationalization projects, set up 1,700 local entities/subsidiaries and managed 2,000+ employees on behalf of its clients as they expand around the world.

### **New business needs: from export to internationalization**

Over the past two decades, we have seen a profound change in strategies that our clients choose for their international expansion. They increasingly want to keep control of their operations and their clientele so as not to depend on commercial partners (distributors, agents, etc.) who do not allow them to fully control their market, their pricing policy or simply their business strategy.

ALTIOS' services have thus evolved considerably over the last few years to go beyond traditional marketing and sales assistance services. In increasingly competitive international markets, and even more so in the high-potential Tier I markets, an exporting company must facilitate the purchase of its products by its customers and anticipate a local presence, even if it is only slight, to accelerate and sustain its development.

ALTIOS has developed to offer real expertise integrating all the internationalization solutions enabling companies to expand at each stage of their growth on a market.

### **Solutions adapted to each key stage of internationalization**

- **Strategize:** definition/optimization of the international expansion plan, organization, roadmap, financing,
- **Expand:** establishment of commercial networks abroad, market research, business development, strategic partnerships,
- **Set up:** by providing HR solutions (recruitment, management, hosting...) and/or management of foreign subsidiaries (incorporation, accounting administration, tax...),
- **Investment:** via industrial implementation (*build*) or external growth (*buy*).

### **An integrated global network of 35 local offices covering 22 countries (85% of global GDP)**

- **Americas:** USA, Canada, Mexico, Brazil
- **Europe Middle East:** UK, France, Spain, Italy, Germany, Switzerland, Poland/Eastern Europe, Czech Republic, Russia, UAE
- **Asia Pacific:** India, China, Hong Kong, Japan, Singapore/Southeast Asia, Vietnam, Malaysia, Australia, New Zealand

**Team of energetic, entrepreneurial, and multicultural experts** working from a unique network of offices around the globe

- 750+ employees, 30 nationalities, 36 languages spoken

Through this experience, ALTIOS International has developed know-how in **a large number of sectors:**

- Agri-food
- Health & medical
- Technology
- Consumer goods
- Aeronautics & Automotive
- Agri-food equipment
- Construction & Environment
- Retail & Services

## Strong values as a development principle

Our values represent who we are, what brings us together and what we believe in.

- Listening** We care for our clients throughout the world through a trusting relationship built on integrity, honesty, and sustainability.
- Entrepreneurship** We share with our clients the spirit of conquest and adventure. Our playground has no boundaries: we never stop exploring new opportunities to grow across the world.
- Agility** We bring a rich base of experience and a broad global perspective, source of added value, innovation, and progress.
- Passion** We bring together men and women from around the world who are passionate about international. We thrive by revealing the markets that are opening up to our clients and their international growth.
- Team spirit** We are convinced that the diversity of our expertise and cultures, and our collective dynamic, enable us to go faster, higher, and further together.

## Trusted partners of internationalized Small and Mid Cap companies



*" 30 years are more than a guarantee of success for us. They are a sign of the recognition of all our clients, partners and collaborators who have supported us since our beginnings and who trust us. It is an encouragement for us to continue in the same direction, by representing them in their best interests, by being a source of proposals and by continually evolving to play our role as an international facilitator as effectively as possible," says Patrick Ferron, Partner and co-founder of Altios.*



*« Since its creation, growth has always been a key driver for ALTIOS. The company will therefore continue its geographical expansion. This localization strategy is essential to meet the quality of service promise that ALTIOS is committed to its customers, but also to offer them access to new markets. From 2022, we plan to open 2 new subsidiaries, in Switzerland and Japan, with other locations to follow in the next 5 years in the G30. We will continue to innovate by strengthening and developing new business lines, such as international HR services and external growth, to support our clients with even greater performance," continues Bruno Mascart, President and co-founder of Altios.*

**About ALTIOS:** Founded in 1991, ALTIOS is a leading global advisory firm focused on Small and Mid-Cap companies' international expansion and cross-border investment. We help companies with a unique presence of 750 multi-cultural specialists in 35 global offices spanning the 22 global largest markets. ALTIOS has been supporting 10,500 ambitious companies, from nurturing their growth strategy to international acceleration by entering dynamic markets, to set up and operate foreign branch with everyday compliance administration – HR, payroll, accounting, tax... - through to strategic cross-border acquisition, acting as a strong international partner.

We offer comprehensive, practical, and cost-effective business solutions to generate new revenue and streamline international operations in the world's major growing economies.

ALTIOS works with international companies, investment funds, banks, trade associations and government agencies.

Our values: Listening, Team Spirit, Agility, Passion, Entrepreneurship

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**For M+V in Germany and India**

**About M+V:** Founded in 2000, Maier+Vidorno (M+V) is the leading trusted advisor and service provider assisting German speaking mid-sized (Mittelstand) Companies and Small Caps, from Germany, Austria, and Switzerland, planning to enter or expand business in the 22 global largest markets through a unique network of global offices. Maier+Vidorno, headquartered in Cologne-Germany, is part of Altios Group since 2021. Company employs 750 market entry experts and operational business specialists to support all aspects of doing business – Project Management, Recruitment, Market Research, Strategy Consulting, M&A, Restructuring, Interim Management and Corporate Services (Finance, Accounting, HR, Compliance). M+V's USP is to integrate Corporate Services with Operational Services (Imports, Warehousing, Logistics, Order Fulfillment) as an integrated back office and sales intelligence support to foreign companies according to our motto, "You sell, M+V takes care of everything else". Our values: Hands-On Pragmatism combined with Employee and Customer Satisfaction  
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