

CEO Europe Targets Europe, Asia and USA

Patrick Mataix, Founder of interim management firm CEO Europe (www.ceo-europe.com) will be offering Biotech and High-Tech companies, the firm's tailor-made "Cross Borders" solution for companies wishing to establish a low cost, low risk presence in Europe, Asia or USA.

Approaching this new market can involve significant risk for potential investors. The risks range from cultural differences and increase in management time through to loss of corporate focus and an increased cost base. Today these risks can be minimised by companies adopting CEO Europe's "Cross Border" solution. The client, from among the 450+ currently listed on CEO Europe's database, will select an interim manager. This manager will be available within a few days to start a 6-month project on the client's target country.

In each country, CEO Europe selects partners with a proven track record in their home market. Executives such as David Goodman in the UK, with at least 15 years of entrepreneurial experience and who fully understand the cultural, commercial, legal and fiscal aspects of the market in question, are selectively chosen. Having already founded and managed one or more high-tech companies, they are experienced in negotiation and have strong local and regional networks.