

EXPORTPAD

-Supporting Swedish Companies Succeed Beyond Borders

Successful global growth requires deep insight into local business cultures, the right partners, and access to established sales networks.

With PEFA as your partner, you gain hands-on support from a team experienced in international trade, cross-cultural business, and partner-led sales models.

We combine strategic planning with local know-how and global networks to help you navigate complexity, avoid common pitfalls, and drive sales in new markets — with structure, speed, and confidence.



1 MARKET ENTRY STRATEGY

2 PARTNER DEVELOPMENT

3 INTERNATIONAL SALES



GO-TO-MARKET STRATEGY

We define a tailored international GTM plan – identifying ideal target markets, positioning your offer, and mapping competitive landscapes.



PARTNER NETWORKS

We leverage our network of local agents, distributors, and integrators to open doors and build international presence through trusted sales partnerships.



SALES EXPANSION

We assist with onboarding, training, and supporting local sales partners — and actively drive upselling efforts to maximize long-term revenue and customer value.

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