



Global Marketing Architecture

Key Competencies

Market research and analysis, Global Marketing Strategy, International Business Development, Internationalization, Brown & Greenfield Investments, Company set up

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Global Marketing Architecture is your gateway to a world of international opportunities. In today's interconnected world, businesses need to expand beyond borders to thrive and stay competitive.

Our company operates on a global scale, providing comprehensive support and services in various countries around the world. Our team of experienced consultants possesses extensive knowledge and expertise in various industries, enabling us to deliver strategies and guidance to address the specific challenges faced by businesses in each sector.

GMA specializes in providing comprehensive support and services tailored for motorsport companies.

Additionally, our company is continuously investing in the development of a strong network of partnerships within the motorsport industry. This enables us to offer access to a wide range of resources, to **develop new business, integrate the supply-chain or get in contact with industry professionals**. By leveraging these relationships, we can provide additional support and opportunities for our clients, helping them to build valuable connections and grow their presence within the motorsport community.

OUR VISION

Our vision is to empower SME's businesses to embrace internationalization as a strategic imperative. We believe that every company can benefit from expanding its horizons and tapping into global markets.

GMA offers a comprehensive range of services to support your internationalization journey:

Market Research: Gain valuable insights into target markets, including customer preferences, local competition, and regulatory landscape. **Business Expansion Strategies:** Develop customized strategies to enter new markets or expand existing operations globally. **Cross-cultural Training:** Equip your team with the skills and knowledge to navigate cultural differences and build successful relationships abroad. **International Partner Network:** Connect with our vast network of trusted partners

OUR MISSION

Our mission is providing you the tools, resources and insights you need to navigate the complexities of internationalization successfully.

At GMA, we live and breathe motorsport. With a deep appreciation for the rich heritage and thrilling experiences this industry offers, we are dedicated to promoting and supporting motorsport activities.

Italy has a rich history in automotive engineering and motorsport and our mission is establish and strengthen connections between industries around the world. We provide support to companies interested in expanding their operations across borders. By fostering collaboration, we can create a platform for innovation, growth, and shared success.

OUR VALUES

Global Perspective: Embracing a global mindset and recognizing the diversity of cultures, languages, and markets around the world. This involves valuing different perspectives, adapting to local customs, and being open to new ideas

and opportunities.

Adaptability: Being flexible and adaptable to changing market conditions, regulatory environments, and customer preferences.

Collaboration: Valuing partnerships and collaborative relationships with local businesses, stakeholders, and communities.

Customer-Centricity: Placing the customer at the center of decision-making and prioritizing their needs and preferences. Understanding the unique requirements of diverse customer segments in different markets is crucial for successful internationalization.