





OUR IDENTITY

**Skills and global  
solutions that make  
the difference.**



B4H presents itself as a potential Partner for your International Business, and offers much more than a consultancy practice or a simple intermediary. B4H will back you up as you go international, and will share your challenges and successes. With an in-depth knowledge of the international markets and solid strategic bases among the operators on rapidly developing markets, we can provide significant levels of added value and continuous service on the ground, by investing in companies and products in exactly the same way as a shareholder.

We carry out a careful and precise analysis of all the aspects of a business objective or project, whether or a commercial or marketing nature or an investment, and our aim is to build up a solid relationship of trust with our partner, implementing the right synergies to enable you to enter high potential markets.

#### **MISSION STATEMENT**

An accelerating factor which exploits opportunities to and from the emerging markets, to transform a success into an international success.

#### **VISION STATEMENT**

To become a link between you and new markets, and between your ideas and their international success.

#### **VALUE STATEMENT**

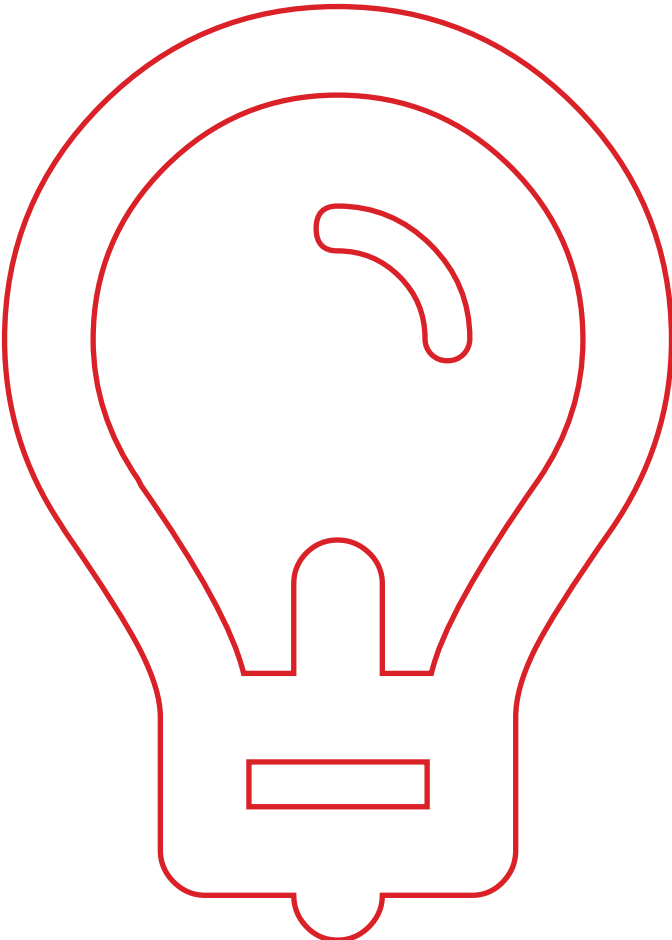
Trustworthy, professional, reliable and determined - your success is our success, your profit is our profit.

#### **QUALITY POLICY**

The company procedures are subject to careful and precise quality control processes certified by TÜV Thüringen, in accordance with the conditions of the internal quality management system, which satisfies the requirements of the UNI EN ISO 9001:2008 standard.

**OUR BUSINESS**

B4H carries out its own industrial operations as well as promoting commerce through the creation, development and integration of two fundamental factors for a successful business - innovative Ideas and an international Network.



**THE IDEAS AS BUSINESS ENGINE:**

We study and set up a portfolio of trademarks, patents and industrial models, which we transfer on a licensing basis to international operators, through partnerships for which we also deal with the communications and promotion.

When commissioned to do so, we develop projects and set up trademarks, patents and industrial models in line with the requirements of our clients.

We deal with the entire development of the idea, from virtual studies to prototype production, industrialisation and marketing, on the basis of a dedicated marketing plan.

We develop marketing plans and set up projects for our clients, for the start-up of new products and the more efficient exploitation of the existing ones.

**THE INTERNATIONAL NETWORK AS BUSINESS ACCELERATOR:**

We've developed an international commercial network through contacts, collaboration agreements, partnerships and shareholdings in Europe, North America, Asia, the Middle East and North Africa, which enable us to reach a customer base which small to medium local companies would have difficulty in accessing.

By means of our network and targeted missions onsite, we can search out specific products or commodities in such a way as to guarantee significant savings for our customers.

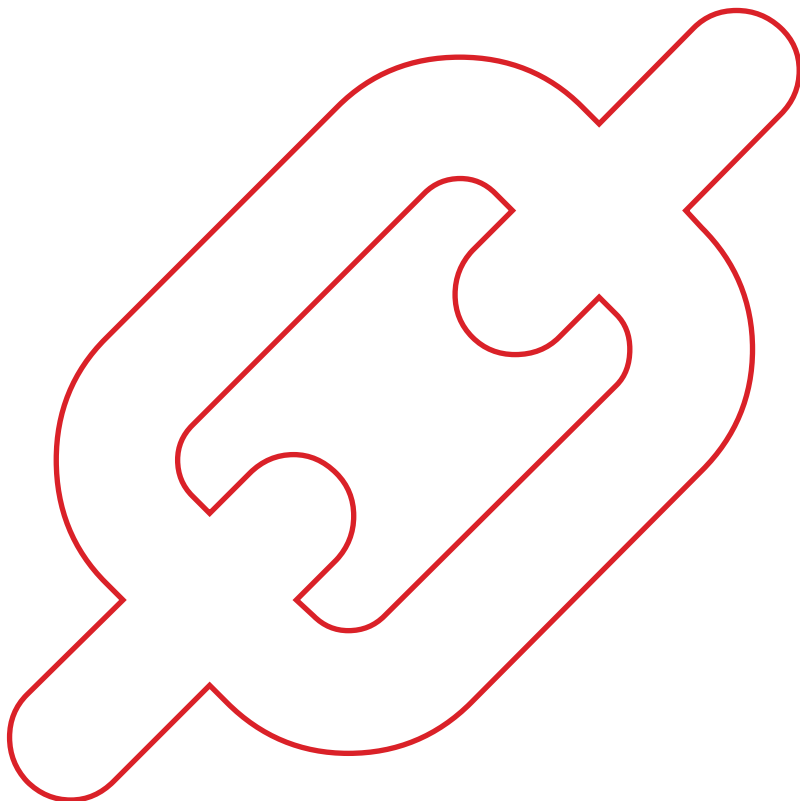
We promote international commerce as intermediaries and through direct trading, with the importing and exporting of the products.

We select, organise and manage attendance at the most important international trade fairs and events on behalf of our clients.

We fully exploit the synergies of our network, by combining the international demand and supply of products and promoting the growing opportunities for the transfer of industrial or commercial operations to emerging countries.

## OUR COMMITMENT

B4H firmly believes that we all have the duty to commit ourselves to the maximum, building the best future for the planet, ourselves and, above all, for our children. In line with this commitment, each time we undertake a new project and develop any partnership, the ethical values always take priority over those strategic.



## **INNOVATION**

As a result of technological progress, man has been able to obtain more through the most effective use of energies and resources. We pay careful attention to the innovative aspects of the projects which we sustain, because, as a partner, we share the commitment, outcome and the consequent identity on the market.

## **MORAL INTEGRITY**

No matter how strategic the price positioning might be, in each new project we look for the market capable of offering the most competitive product, but without ever losing sight of the safeguarding of and respect for human dignity and the profound ethical values on which this is based.

## **SUSTAINABILITY**

A project has to be sustainable not only in economic terms. We firmly believe that each product and service has to be sustainable in the long term, taking primary resources into consideration, and in terms of its impact on the community and the ecosystem in which we live.

## **CORRECTNESS**

For us, correctness and intellectual honesty are primary values, with our partners and clients first and foremost, but also with our suppliers and the institutions with which we deal. We select the best companies and the best products, as that's the reason of success.

## **CONFIDENTIALITY**

In a world where communications and the sharing of information are vital, we believe that such aspects as confidentiality and privacy are values to be treasured. For this reason, all the sensitive data on our projects are kept within our data centre, which guarantees the highest security standards in Switzerland. All the exchanges of information with our contacts are strictly confidential and subject to professional secrecy.



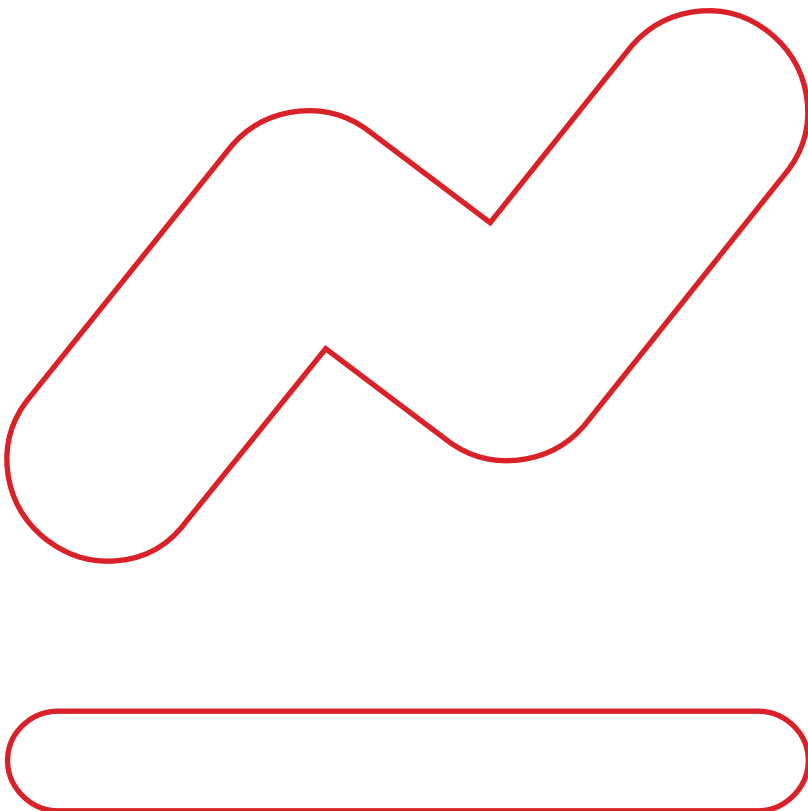
## OUR STRATEGY

### PROJECT MANAGEMENT

*The application of knowledge, attitudes, techniques and tools to the project activities with a view to achieving its objectives.*

Project Management Body of Knowledge (PMBOK)

The success of B4H depends on your success, so we have to be certain that we've understood every aspect and nuance of the project, to enable us to propose targeted solutions and strategies and proceed in a structured manner.



**UNDERSTANDING**

An in-depth preliminary analysis enables us to understand your idea and objectives in a precise and comprehensive way.

**CHECKING**

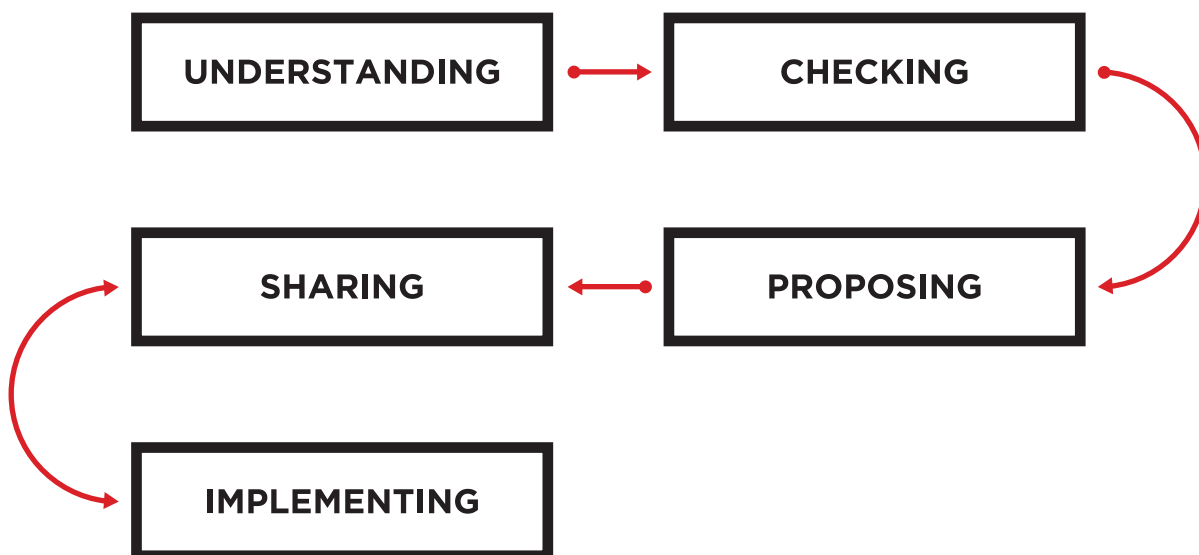
Checks on the feasibility and sustainability of the market on which you intend to operate form the basis of the strategies proposed.

**PROPOSING**

We submit targeted solutions and strategies, selected suppliers and clients and qualified contact people, to transform your idea into a successful business.

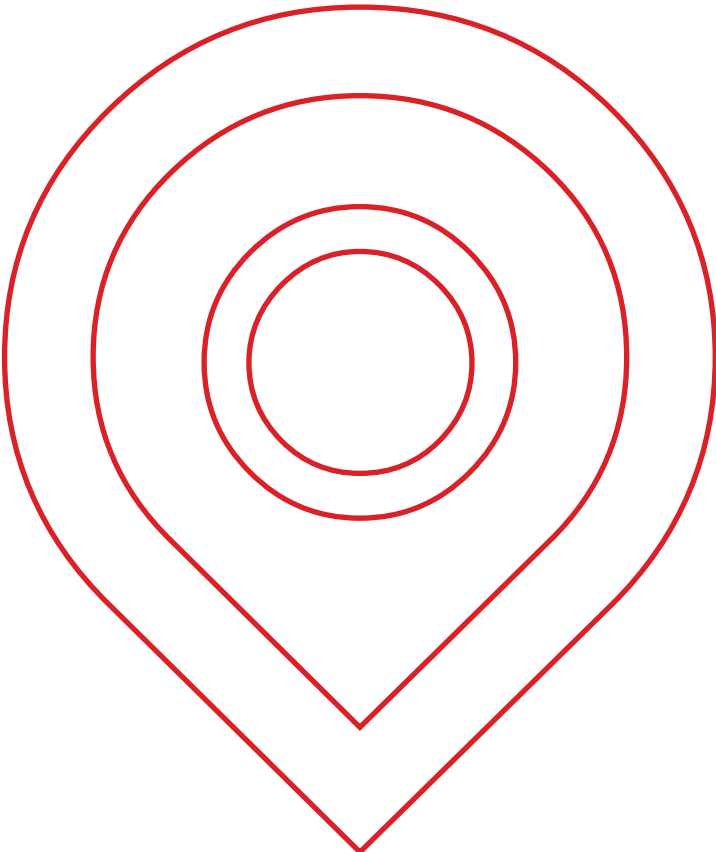
**SHARING AND IMPLEMENTING**

Our approach involves continuous sharing and implementation of the solutions and strategies, in the spirit of partnership.



**OUR HEADQUARTERS**

B4H operates in one of the most active areas in Switzerland.



Switzerland has always been one of the most competitive economic and financial markets in the world, and Canton Ticino is the ideal location in which innovative spirit and technological capacities can flourish in a free market system. Its political stability and close convergence with foreign markets, due among other factors to its proverbial neutrality, make Switzerland the natural meeting place for the cultures and economies of the entire world.

Its geophysical position in the heart of Europe make it the ideal logistical trait d'union and commercial link to the eastern states, both in Europe and beyond - with the ideal cultural, moral, professional, economic, financial and logistical synthesis in international business.

#### **INNOVATION AND TECHNOLOGY**

With more than 3% GDP invested in research and development, the country attracts highly qualified foreign researchers.

#### **FINANCE AND MARKETS**

The federal structures form the basis of the solid relationships between the government, companies and capital:

##### A healthy financial and capital market

Prices are so stable that the Swiss franc has become one of the most sought-after reserve and diversification currencies.

##### Low fiscal pressure

The Swiss federal fiscal system is a model of success, with some of the lowest in corporation tax rates and income tax rates for highly qualified employees at international level, which has a direct positive impact on the cost of the products and services supplied.

