

SIGA Green Technologies Smart Solutions for Energy Conservation

Ready To Take Your Business Overseas?

by Lynn Bakeman
Independent Writer

Sometimes businesses need a matchmaker, too. That's where Jan Hoetzel and his company come in. If you have an established energy-efficient product in your home market and it's time to expand your presence, SIGA Green Technologies has the knowledge, network and infrastructure to help you reach new markets. SIGA Green Technologies is a B2B partner to small and mid-sized entrepreneurial businesses that have limited resources and contacts. SIGA Green Technologies facilitates access to new markets, predominantly Europe and North America. "There are exciting new technologies, concepts and innovative products that are very successful in their local markets, but need a connection to find a receptive audience in an overseas market," Hoetzel explained. "Over and over again I have seen smart products with amazing energy efficiency languish when all they needed was the right

introduction. We assist our partner/client companies to become leaders in energy solutions in new and creative ways, efficiently and cost-effectively."

Hoetzel cites Europe's favorable exchange rate that makes U.S. products competitive, and Europe's high energy costs - particularly in Germany - as extra incentives for energy-efficient products. Germany's push to eliminate reliance upon fossil fuel (utilizing 50% renewable energy by 2050) requires large improvements in energy efficiency. As a result, the market is very receptive to embracing forward-thinking products and innovative ideas on energy conservation.

Starting with product and market evaluation, SIGA Green Technologies prepares thorough marketing plans and business concepts, writes and executes a business plan, and builds the proper infrastructure to ensure successful entry into the new market.

Airleader is the most recent example of a European-based company that needed

the assistance of SIGA Green Technologies to introduce its innovative energy conservation product to the U.S. market.

Although a proven market-leader in Germany with more than 20 years of experience, Airleader's five-person management team lacked the resources to launch its unique control system for air compressors into an overseas market.

Hoetzel had learned of Airleader's compressor management system and realized it had widespread application. "Any industry; food, medical, paint and automotive, to name a few, relies on compressed air, yet the quality and related cost of compressed air are often unknown by the plant management," he stated.

Now the matchmaking effort begins. By marrying the potential of this product with extensive U.S. connections in those industries, Airleader will make substantial inroads into the U.S. market. SIGA Green Technologies stands ready to be your partner in overseas market introductions.



Jan Hoetzel
Managing Director
SIGA Green Technologies

airleader
Compressor management

...you can't afford not to have one!