

Pedro Lalanda

CEO @ President at Blue Star Commodities, S.L.

Villaviciosa de Odon, Madrid, ES

Bilingual spanish speaker expert in SMEs internationalization - Conferenciante español bilingüe experto en Internacionalización de Pymes

Biography

Formerly founder, shareholder and Executive Managing Director of several Spanish Companies involved into the International Trading and Consulting business, since 1974. So specialized in strategic market planning for foreign firms entering in the Spanish market and for Spanish firms targeting specially the North American markets, he has been successfully advising many companies covering the different aspects implied into the international transactions, from the more simple product promotion to the more complex activities to help them in establishing a significant presence in both American and Spanish markets. Fundador, accionista y Director Ejecutivo de varias compañías españolas dedicadas a los negocios de Comercio y Consulting Internacional, desde 1974. En el ámbito de su especialización en la Planificación Estratégica de Mercados, ha asesorado con éxito tanto a compañías extranjeras acudiendo al Mercado español como a empresas españolas desembarcando en otros Mercados, especialmente Norteamericanos; cubriendo los diferentes aspectos relacionados con la Internacionalización, desde la más simple promoción de sus productos hasta complejas gestiones de implantación. Ayudándoles a establecer una presencia significativa en los mercados Americanos o en España.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Import and Export, Management Consulting, International Affairs, International Trade and Development

Areas of Expertise

Internationalization, Born Global Companies, Global Strategic Alliances, International Business

Sample Talks

COMO NEGOCIAR EN U.S.A. (How to conduct business in USA)

General considerations, steps and advising for alien companies to conduct their business negotiations at USA. Consideraciones generales, pasos a seguir y consejos sobre los modos de conducir las negociaciones en los USA.

CLAVES DE ACCESO DE LAS PYMES A LOS MERCADOS INTERNACIONALES (Keys for the access of the SMEs to the International Markets)

Overall aspects to be considered by SMEs for accessing overseas markets through Independent Agency Agreement and Strategic Alliances. Aspectos generales que debe considerar una Pyme para acceder a los mercados internacionales a través de Agentes Independientes y Alianzas Estratégicas.

Education

E.T. Peritos Industriales de Madrid
Technical Engineer

E.T.S. Ingenieros Industriales - Madrid
Industrial Engineer

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