

HELLE FUGLEVIG SONDERGAARD

CURRICULUM VITAE

- 1 *Family Name:* Sondergaard
- 2 *First Name:* Helle Fuglevig
- 3 *Date of birth:* August 25th, 1968
- 4 *Nationality:* Danish
- 5 *Civil Status:* 3 children, age 7, 6 and 4
- 6 *Education:* 1996:
 Institution: The Engineering College of Horsens, Denmark
 Degree obtained: Export Engineer (Mechanical engineering)
- The five year degree course in export engineering (equivalent of a Master's degree in Engineering) combines science and engineering with economics, marketing and foreign languages (French and English business languages). One semester was spent in work-shop training (Fermco Ltée, in Quebec, Canada), another semester in industrial training
 Final project:
 A Market Analysis of a Patented Moisture Transducer in the USA
- 1988:
 General Certificate (equivalent of a University Entrance examination, Arts side, (the main emphasis on languages)
 Tornbjerg Gymnasium (High School), Odense, Denmark
- 7 *Language skills:* (Mark 1 to 5 for competence)
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|---------|------------|------------|-------------|
| Danish | Reading: 5 | Writing: 5 | Speaking: 5 |
| English | Reading: 4 | Writing: 4 | Speaking: 4 |
| Spanish | Reading: 4 | Writing: 4 | Speaking: 4 |
| French | Reading: 3 | Writing: 3 | Speaking: 3 |
| German | Reading: 4 | Writing: 3 | Speaking: 3 |
| Italian | Reading: 2 | Writing: 2 | Speaking: 2 |
- 8 *Membership of professional bodies:* N/A
- 9 *Other Skills:* Considerable export consultancy experience gained for Danish Ministry of Foreign Affairs and Håndværksrådet International A/S, dealing with a variety of different products and services in many regions. High level of specialisation in Latin American markets, Canada, Southern and Eastern Europe and increasingly in Estonia and Scandinavian countries.

Completion of professional sales training course conducted by the Danish Ministry of Foreign Affairs in 1998 and course on Team Building for Production Groups in 2002.

10 *Present Position:* Director, Market Select ApS

11 *Years Within the firm:* As of 1st January 2008

12 *Key qualifications:*

Development and implementation of export sales and marketing strategies for Small and Medium Sized Enterprises (SME's) covering export areas of Europe, Latin America and Canada. Export Manager for Hire on behalf of SME's including negotiation, sales and marketing, coaching and training.

Identification and selection of potential business partners, concerning export sales, sourcing of suppliers or subcontracting partners, creation of background information for market studies and product information studies, which may be carried out as desk or field research. Comparison of results and presentation to clients, arrangements of business delegations, promotions and trade/training events and project management. Participation in exhibitions worldwide.

Currently contracted by the Estonian Trade Council as senior export consultant to assist Estonian companies in identification of potential business contacts in Denmark and Norway.

Currently contracted by Export Concept, St. Georges, Quebec, Canada to assist companies from Quebec in identification of potential business partners in all Europe.

Currently contracting Export Concept, St Georges, Quebec, Canada to assist in providing business partners in the French-speaking part of Canada, Quebec, for Danish and other European clients.

Currently contracted by a Danish manufacturer within the construction industry as an Export Manager for Hire

Agreement with a local company in Managua, Nicaragua, within the sector for renewable energy.

Ongoing survey of the pig industry in Latin American countries with special emphasis on the development and coming projects in Mexico, Argentina and Chile.

13 *Specific Country experience:*

NORTH AMERICA

2008 **Toronto, Ontario and Grand Mère, Quebec, Canada**

Establishment of collaboration with Export Concept, St. George in Quebec to provide business contacts in order to increase exports between Quebec and Denmark / Europe

1998-2001 **Toronto, Ontario, Canada**

Market studies and survey, creation of sector reports, recruitment of companies for trade events and business delegations to North America, identification of potential trading partners for Danish exporters, and creation of networks

Export engineering traineeship period of 7 months at Fermco Ltée.: Assistance in export sales of prefabricated houses to Iceland and Japan, elaboration of an export market analysis of the Polish housing industry, development and implementation of export sales and strategies, market surveys and contract negotiations.

LATIN AMERICA

2008 USA

Participating and assisting in the World Pork Expo in Des Moines, Iowa on behalf of a Danish equipment manufacturer for the pork industry

Argentina

Fact finding mission and market study in Argentina on the swine production industry. Meetings with governmental agro-institutions, meetings with pork producers and visiting and networking at the biannual pork- and poultry production exhibition in Buenos Aires.

2007 Mexico

Participating in the yearly national pork congress in Puerto Vallarta, Mexico. Networking and setting up business sales meeting on behalf of Danish companies

2006 Mexico

Head of delegation of 8 Danish companies within the pig farming and slaughterhouse equipment visiting Mexico in March and again in October 2006. Visits to Mexican pork producing facilities and pork processing plants, set up of individual business meetings with potential Mexican partners for each Danish participant – throughout Mexico.

2005 Reception of technicians from Chile, Peru, Argentina and Bolivia

Hosting and Partner meeting in Denmark on the ADITAL project (Alliance of the Development of Information Technologies in Rural Areas) Participants from Denmark, Sweden, Spain, Argentina, Bolivia, Chile and Peru. Arrangement of visits to Danish agro-sites and agro-institutions

2004 Jujuy, Argentina and Sucre, Bolivia

Partner meeting on the ADITAL project (Alliance of the Development of Information Technologies in Rural Areas) Participants from Denmark, Sweden, Spain, Argentina, Bolivia, Chile and Peru.

2001 Veracruz, Mexico

Fact finding mission on Mexican furniture manufacturing industry and on Mexican ceramic industry

1986-1987 San Luis Potosi, SLP, Mexico

Exchange Student. Diploma in French language, Alianza Francesa, San Luis Potosi, S.L.P., Mexico.

Every year hereafter, I have been back to Mexico in order to visit friends and families and I have created a solid network of friends and business contacts all over Mexico (all together I have spent more than 3 years in Mexico)

1989 Mexico, Belize, USA and Canada

An extensive journey of 10 months covering all states of Mexico, Northern Belize, several states of the US and all parts of Canada bordering up to the Great Lakes.

EUROPE

2004- ongoing Tallinn, Estonia

Contract with Estonian Trade Council (ETC) offering all ETC-members partner search in Denmark and Norway. As of now partner searches for 70 Estonian companies have been conducted and I have met with approximately 150 companies, of whom I have a company profile, and introduction to their products and references.

1995 Poland

Fact finding mission and market study in Poland on housing industry and potential for subcontracting for Fermco Ltée. The interdisciplinary project was made during the engineering studies for Fermco Ltée

OTHER

Besides the journeys abroad mentioned here, I have conducted a number of partner searches (identification of agents, distributors, investors, sub-suppliers, suppliers, direct customers) as desk research and telephone interviews including:

- Identification of agents in the Baltic countries, Hungary, Poland, Czeck Republic, and Slovenia for a Danish manufacturer of food processing equipment
- Identification of agents in Norway for a Danish manufacturer of home accessories
- Identification of partners for electronic devices in Spain for a Baltic company
- Identification and meeting schedule for a UK-company with major Danish construction contractors such as Pihl & Son, Per Aarsleff and Skanska Denmark
- Identification of wholesalers and purchasing groups of automotive spare parts in Spain for a Danish manufacturer and trading company
- Establishing a sales meeting with the purchasing group pf Valeo, France, for a small Danish manufacturer of spare parts
- Market survey of North and South American markets for Aquaculture (primarily Canada and Chile)
- Searching for foreign labour for Danish companies working within several sectors
- Establishment of meetings with G4S and Royal Danish Air Force among others for an Eastern European manufacturer within the IT-sector
- Market survey of the UK and Irish window industry
- Set up of approximately 40 meetings in Mexico on behalf of Danish companies active within the pork producing and pork slaughtering industry
- Establishment of meetings with the major Canadian plastic pipe manufacturers for a Danish manufacturer of industrial equipment
- Establishment of meetings in Scandinavia for a group of Mexican dentist surgeons

14 Professional Experience Record.

From: 1996
To: 1998
Location: Silkeborg, Denmark
Company: Elstock A/S (www.elstock.dk)
Position: Export Sales Representative
Key tasks: Export sales of starters and alternators to current clients. Development and implementation of export sales to new customers (Mainly Germany and France)

From: 1998

To: 2001
Location: Toronto, Canada
Company: Royal Danish Consulate General / Danish Ministry of Foreign Affairs
Position: Assistant to the Consul and Trade Commissioner
Key Tasks: Export consultancy and advisor on development and implementation of export sales to North America, identification of potential trading partners for Danish exporters, market studies and surveys, creation of sector reports, recruitment of companies for trade events and business delegations and creation of networks.

From: 2001
To: 2003
Location: Silkeborg, Denmark
Company: Elstock A/S (www.elstock.dk)
Position: Export Sales Representative
Key Tasks: Development and implementation of export sales of starters and alternators to new customers (within the automobile industry) and new markets (mainly Spain, France, Italy)

From: 2004
To: 2007
Location: Viborg, Denmark
Company: Håndværksrådet International A/S (www.hvri.dk)
Position: Senior Export Consultant
Key Tasks: Export consultant and advisor on development and implementation of export sales and marketing strategies for SMEs covering export areas of Western and Eastern Europe and North, Central, and South America.

From: 1st of January 2008
To: Ongoing
Location: Silkeborg, Denmark
Companies: Market Select ApS (www.marketselect.dk)
Position: Director / Owner
Address: Skovstien 6, Lysbro, DK- 8600 Silkeborg,
Phone: +45 86 800 390
Fax: +45 86 800 359
Cellular phone: +45 23 25 17 23
E-mail: helle@marketselect.dk

15 *Professional References, who may be contacted:*

Mr. Tambet Made
Head of Estonian Trade Council, Tallinn, Estonia
made@etc.ee, www.etc.ee

Former Consul and Trade Commissioner, Royal Danish Consulate, Toronto
Contact data available on request

Former Sales and Marketing Director, Fermco Ltée, Quebec, Canada
Contact data available on request

Head of Export Concept Inc., Canada
Export Concept, St Georges, Quebec, Canada

www.exportconcept.qc.ca

Contact data available on request

Managing Director of Elstock A/S, Silkeborg, Denmark

Contact data available on request

Several former clients, co-workers and collaboration partners of Estonia, Denmark, USA, Canada, Mexico, Argentina, Chile, Bolivia, Peru, Costa Rica and Nicaragua

Contact data available on request