

WTC São Paulo introduces a Canadian ambient solution company to the Brazilian market

SAO PAULO, BRAZIL -- World Trade Center São Paulo, in partnership with the World Trade Center Winnipeg, developed a matchmaking program for *Cypher Environmental* with the active presence of Mr. Todd Burns, president of the Canadian company.

The main objective of the program was to introduce the company to the potential partners that would have a differentiated capability of becoming distributors, representatives and final consumers of the *Cypher Environmental* products in Brazil.

For many years the company had tried to integrate the Brazilian market but was unsuccessful, which turned out to be a far more different scenario than the one in the other 20 countries where the company is successfully installed. Actually it can proudly announce that its high quality and innovative environmental solutions will finally come to the Brazilian market -- products such as Dust Control, Earthzyme (erosion control) and Ultrazyme (water treatment).



Left to right: Luan Townsend, Bruna Silveira, both with WTC São Paulo, Todd Burns with Cypher Environmental, and Sérgio Filho, WTC Sao Paulo, during the visit at WTC São Paulo's offices

From the 26th to the 29th of August, WTC São Paulo oriented President Todd Burns to the scheduled meetings, developing the business interaction with potential partners previously studied and carefully chosen. For more than 4 days, at meetings between Belo Horizonte and São Paulo, it became possible to transmit a better understanding of the Brazilian Market, close deals and resulting in a better culture interaction with the Brazilian way of doing business.

The professional work developed by WTC São Paulo resulted in a more than promising scenario when Mr. Todd Burns announced that a second country visit was organized for September. Less than one month after the WTC São Paulo's program, he will participate as an exhibitor at the EXPOSIBRAM, the biggest mining event in Latin America, with his most recent Partner in Brazil, Asperminas, being one of the companies presented at the WTC São Paulo's matchmaking program.

World Trade Center São Paulo follows the constant ambition of developing the international strategy for local and foreign companies with the main objective of enhancing, promoting and connecting them to the most lucrative business opportunities seen in targeted markets.

For more information on this article, please contact Sergio Filho, WTC São Paulo, at Sergio.filho@wtclub.com.br.