

PRESS RELEASE

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Business Opportunities Expands Export Assistance Services

North Greenbush, NY – April 26, 2011: Business Opportunities Management Consulting has announced the expansion of services to help businesses export their products and services.

“Our goal is to make it easier for companies to generate export revenues by helping them avoid the ‘do-it-yourself trial-and-error’ approach to export” stated Business Opportunities principal Brian Zweig. “There has never been a better time for American companies to consider export market opportunities, and companies that don’t look overseas to increase sales are going to get left behind,” Zweig observed. “We provide the resources and experience necessary to allow companies to take advantage of opportunities that are right for them,” added Zweig.

Zweig is a long-time board member of the Tech Valley Global Business Network, which works with local businesses to promote international commerce. Zweig can also bring considerable international marketing experience to clients that are new to export, as well as an extensive network of contacts that can help identify overseas partners and opportunities.

The expanded services will provide the resources to allow businesses to introduce their products to overseas markets without creating a drain on existing operations. The export market assistance offered by Business Opportunities includes market research, recruitment of distributors/overseas reps, coordinating translations and customization of websites and marketing materials, developing budgets and sales targets, and helping to address international regulatory and financing issues. More information is available at www.BusinessOp.com.

About Business Opportunities Management Consulting:

Business Opportunities Management Consulting (www.BusinessOp.com) was founded in 1998 by Brian Zweig (BS, Cornell; MBA Dartmouth). Business Opportunities specializes in helping businesses, including start-ups and firms in technology, manufacturing, service and retail businesses, in the following ways:

- *Developing and implementing business plans*
- *Securing funding for expansion and start-ups*
- *Developing new products and markets*
- *Providing export market assistance*

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