

International Opportunities

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Dean Wilson

Market View

While, in general, all of Europe faces the same economic challenges and opportunities, each country is unique and has accepted corporate trade to varying degrees. As a result, we have adapted our business to meet the specific challenges and opportunities in each market.

The proximity of the countries in Europe has made it possible for us to work with many clients in multiple markets, often working with products and managing trade credit usage across borders.

Traveling to the other end of the world, Australia is closely linked with the U.K. in terms of language, culture, and its expat community. This has helped with the acceptance of corporate trade. The market is very open to trading, and clients, as well as media providers, recognize the value of corporate trade.

Whether in Europe or Australia, more and more of our customers are looking for the kind of global efficiencies that corporate trade can offer. Active is the only corporate trade company in a position to deliver this kind of solution to them. ●



David Gallaher

Market View

The proximity of Canada to the U.S. provides some unique opportunities. While the Canadian market is far smaller than the U.S., it's probably the most like the U.S. of any market in the world. Specifically, with respect to corporate trade, many of our clients are headquartered in the U.S. and have Canadian subsidiaries that work with us. Others are Canadian subsidiaries of global companies. We do cross-border transactions with about 40 percent of our customers.

Similarly, Mexico enjoys the benefit of proximity and strong business collaboration with the U.S. Even though cultural differences may be greater, corporate trade is accepted widely and has grown to be significant in this marketplace.

Brazil presents unique opportunities for our business. As the seventh largest economy in the world, the Brazilian market has embraced corporate trade as a valuable tool and we see this market continuing to grow. We are also exploring a number of other marketplaces in South America and expect to see significant growth for our business in this region. ●

