



Selected Experience in the Farm Equipment & Agricultural Industry

- Global study of farm equipment usage in over 14 countries.
- Conducted focus groups with farmers to determine their attitudes toward a new product concept.
- Several Competitive Intelligence Studies with consumers and competitive firms to determine product offerings and competitive marketing strategies.
- Business Intelligence Study regarding the exportation of agricultural products from Chile to North America and Europe.
- Business Intelligence Study regarding the exportation of “green” or “pesticide free” products to the US and to select European countries.
- Conducted primary Interviews with key market players; grain processors, farmers, Ports & transport hubs, milling companies, distilleries in China.
- Conducted primary interviews in China’s Equipment market in Protein and Grain project.
- Global study of the future trends in agriculture.
- Conducted market opportunity assessment on farm equipment in Argentina.
- Business and Competitive Intelligence Studies on the Asian Agrochemical industry.
- Market Intelligence Study to find out what production tools farmers need.
- Market study on agricultural tire usage.
- Conducted IDIs with several large Argentinean farmers and contractors for corn, soybeans and wheat to explore their needs for tractors and other equipment.

- Market opportunity assessment and need analysis of the forest and timber industry in the BRIC-States and Australia.
- Conducted in depth-interviews with American farmers and tractor experts to gain insights on their needs and satisfaction.
- Conducted tractor usability testing in tractor cabins on rural farms of the United States in 2009
- Conducted market research on China grain equipment market by in-depth interviews with customers and competitors.
- Conducted in-depth interviews with farm operators, suppliers, and independent dealers of protein and grain equipment market in Brazil.
- Conducted research study by interview on the protein and grain equipment market in Brazil.
- Conducted in-depth interviews among Vietnamese farm equipment dealers.
- Conducted a research study regarding the market of uncured meat