



www.**Lex**Trading.us

**CONNECTING BUSINESSES WORLDWIDE**



[www.LexTrading.us](http://www.LexTrading.us)

## ABOUT US

Lex Trading is an International Trade company. We keep our market edge through a highly experienced team with over 15 years of know-how in the field. Lex Trading is always researching for the latest market trends, barrier changes, economic situation of countries and innovations.

Over all these years operating in the various sectors that make up the Chain Management of supplies, being able to carry out reliable operations from factory pick-up at country of origin to the final delivery at the country of destination.

Lex Trading is capable to plan, manage and accomplish different tasks on your behalf.



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## WE OFFER



- Logistics for exporting and importing.
- Worldwide transit, using best reliable forms of transportation, routes, storage and packing.
- Operations with the customs and technical support for foreign trade, such as risks and cost analyses.
- Financial solutions, such as exchange and trade finance.
- Market solutions by finding products, suppliers and making trading operations viable.





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## MARKETING DIRECTION

- Marketing Strategy and Planning – Identify target markets, analyze and plan, strategy and messages, set objectives and budgets, collaborate on tasks to execute plan.
- Identify Enhancement & Differentiation – Identity development and branding strategies through analysis of opportunities, strengths and history. Build firm identity based on local market adaptation and client needs.
- Client Development – Develop and research target lists, communication strategies, and tracking systems for new business development, cross selling, and referrals.



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## MARKETING DIRECTION

- Web Site Development and Internet Marketing – Design and direct hits, layout and/or content for efficient web site. Identify and execute opportunities to use e-mail, advertising and other electronic marketing tools (SEO).
- Newsletter and Direct Mail – Develop plan for production and delivery of print and electronic messages to target audiences. Provide services as needed: research, copywriting (registrations), photography, design, mailing or electronic delivery, list management.
- Public Relations – Develop PR strategies and plans. Write and place news releases, articles, case studies, interviews and coverage of events managing appearances.



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## MARKETING DIRECTION

- Events/Fairs – Events Plan and implement events to achieve exposure for clients or internal relations, business development, public relations. Produce presentations and brochures (promotional material). Identify market strategies, follow-up analysis and business development.
- Prints –Art development for local market, production of printed materials for marketing efforts, including brochures, media kits, reprints, and company’s envelops, papers, documents, etc.
- Customer Service – Bringing the solution to our high value customers offering them quality feedback and service.



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## NETWORK STRUCTURE



- **Head Office:** São Paulo, S.P. – Brazil
- **Branch Office:** Itajaí, S.C. – Brazil
  
- **North American Office:** Miami, Florida - USA





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## WORLDWIDE PARTNERS





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## REGISTRATION



**IBAMA** – Environment Brazilian Institute  
(Certified Lumber)



**CECAFÉ** – Concilul of Brazilian Coffee Exporters



# CHAMBERBS

 <p>Brazilian-American Chamber of Commerce of Florida <a href="http://www.brazilchamber.org">www.brazilchamber.org</a></p>	 <p>ITALCAM CÂMARA ITALO-BRASILEIRA Comércio, Indústria e Serviços</p>	 <p>CCIBC Câmara Brasil-China Brasil-China Chamber 中 国 商 会</p>	 <p>Câmara de Comércio e Indústria Brasil-ÍR Desde 2002</p>	 <p>Câmara de Comércio Árabe Brasileira الغرفة للتجارة العربية البرازيلية</p>	 <p>CCBM Câmara de Comércio Brasil - Marrocos</p>
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## PRODUCTS

**FOOD**

**BEVERAGES**

**COSMETICS**

**GARMENTS**

**ARTWORKS**

**ELECTRONICS**

**FOOTWEAR**

**FURNITURE**

**METALS & MINERALS**

**LUMBER**

**CONSTRUCTION PRODUCTS**

**CONSTRUCTION EQUIPMENT**

**INDUSTRIAL EQUIPMENT**

**AGRICULTURAL EQUIPMENT**



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## PRODUCTS

### VEHICLES

- Cars – passengers/prototypes
- Vans – passengers/cargo
- Trucks – light/medium/heavy
- Busses – urban/highway
- Auto Parts

### ENGINEERING

- Sewage Treatment Plant

### HARDWARE

- Food Processing Machines
- Electric Equipment
- Packing Machines
- Agricultural and Construction Machines
- Hydraulic Pumps and General Tools



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## INTERNATIONAL DEVELOPMENT CASES



In 2011 Lex Trading was responsible for opening the market for Chilli Beans in the African Continent.

[Source: Revista Exame](#)



In 2010 Lex Trading Company introduced Kate Spade New York brand to Brazil.

[Source: Chic UOL](#)



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## SOME CLIENTS



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