

# International Marketing & Distribution



## Marketing of Products

- Advertisements in international / local defense publications
- Client interface / product introduction
- International trade show exhibition / participation
- Market intelligence (pricing, competition, future requirements)

## A Winning Strategy

Merex has been providing logistics support, spares, distribution and maintenance services for defense systems and components to foreign military forces since 1982. We provided this support through: FMS funded programs, direct commercial sales, and representation of U.S./European defense companies as well as act as a principal for products we stock. Merex, headquartered in Southern California, maintains a marketing network with in-country offices and/or representatives in Latin America, Europe, the Middle East, South East Asia, Oceania, and Africa.

Merex provides a wide range of services for the OEM's it represents. Our turn-key logistics support program includes but is not limited to:

## Administrative, Legal & Financial Process

- Registration with different armed forces / repair centers
- Securing of relevant inquiries
- Preparation of price proposals
- Placement of bid / performance bonds
- Compliance with bidding requirements, contractual conditions, shipping & State Dept. export license regulations
- Traditional & creative financing (loans, barter, DOD guarantees, other)

## After Sales Support

- Processing warranty claims
- Client follow-up visits
- Stock maintenance
- Stock purchase



By partnering with Merex, our principals/OEM's gain immediate access to an established, international distribution network that is 25 years in the making. Our infrastructure encompasses the entire marketing, administrative and supply chain process required for securing sales, delivering material and providing after-sales support to our customers. By absorbing all of the financial, administrative, and legal costs and/or risks inherent to this market, Merex enables OEM's to concentrate on their organic capabilities while benefiting, risk/cost free, from international and FMS sales.

By combining requirements from our various customers, the OEM is able to provide Merex with the most economical pricing structure allowing us to pass that savings on to our individual customers; often times the determining factor in concluding a sale to the end-user. The OEM is simply required to ensure the production and delivery of items/services contracted. Merex is charged with paying the principal for all contracted items/services. In addition, for products no longer supported, Merex is able to continue supporting customer requirements through royalty-yielding licensing agreements with the OEM's.

Our international network is in place and awaiting your products. Join the Merex team. Contact us to discuss this opportunity.

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