



# OPUS Virtual Advisory Board



Advisory Services  
International Inc.

## ACCESS WORLD-CLASS EXECUTIVE SUPPORT, AS YOU VENTURE INTO INTERNATIONAL MARKETS.

### ARE YOU:

- Looking for new markets to source or sell goods or services?
- Considering a business investment in a foreign market?
- Assessing prospective partners in an international market?
- Seeking trusted advice as you plan an international strategy?
- Looking for expert help in navigating diplomatic/government channels?
- Looking to expand a professional or industry association?

Consider the benefits of engaging our Virtual Advisory Board (VAB) in support of your international activities. We are a team of seasoned senior executives and former diplomats, with in-country experience—and unmatched networks—in every major market across the globe.

We have advised governments, blue-chip corporate clients, business associations and small businesses in a wide variety of industry sectors, on every aspect of international trade and international business.

### HOW WE CAN HELP:

- Mobilize a team of virtual advisors tailored to your needs, be they strategic and medium-term, or transactional and shorter-term, based on a brief, no-cost initial consultation/needs assessment
- Provide advisory support at every stage, from feasibility analysis through to transaction settlement, establishment of local partnerships or divestment
- Devise a board which includes domestic and internationally based members, with market and sector experience to match your needs
- Provide a primary Client Contact who will facilitate communications and convene your Board as agreed

### VAB Services Include:

- International Strategy
- Market Assessments/Entry
- Competitive Analysis
- Risk & Due Diligence
- Licensing
- Joint Ventures
- Commercialization
- Financing
- Government Relations
- Divestments
- Program Assessments

### Why a VIRTUAL Board?

- Top-tier talent
- Global reach: domestic & international Board members
- Easily mobilized, responsive
- Quickly reconfigured to suit needs
- Cost-effective
- Short to long-term engagement

### Contact:

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## Sample/Potential Engagements

### OPERATIONAL

Assist in the feasibility analysis and due diligence related to a proposed joint venture in a complementary industry sector, in an unfamiliar market.

### STRATEGIC

Review/advise on the expansion plans of niche technology provider, considering two different business models and three target international markets.

### RETAINER

Provide ongoing counsel to senior management, on the state of a long-term sourcing relationship in a high-risk international market.

OPUS ADVISORY SERVICES INTERNATIONAL INC.

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**Mr. Alexander R. Malaket, CITP, President**  
OPUS Advisory Services International Inc.

Mr. Malaket is a senior consultant, trainer and project manager, internationally recognized as an expert in international trade and trade finance. Alexander is a frequent contributor to leading international publications and conferences. Mr. Malaket's advisory work ranges from global strategy to technology, to business process design, for a variety of clients across the globe. Mr. Malaket holds the designation of Certified International Trade Professional (CITP).

**Mr. Lorne Dyke**  
International Business Consultant

Mr. Dyke has over fifty years' public and private sector experience in numerous international markets, as a manager, executive, business owner and consultant. He has been a Trade Commissioner, Deputy Minister Industry & Commerce, VP of the Caribbean Development Bank, VP-General Manager of an aerospace manufacturing company, CEO of an energy conservation - renewable energy technology venture capital firm and an Investment Advisor for Canada. His special interest is international business development strategy and organization development.

**Mr. Robert Fournier, Principal**  
Fournier & Associates

Mr. Fournier has worked in 51 countries in export trade development, regional and municipal economic development, and foreign direct investment attraction - with a particular focus on business and professional services, and ICT-based services strategy development and implementation. Bob's international experience has evolved over 35 years of trade and investment development in the Canadian Foreign Service, and as advisor to three Canadian Cabinet Ministers. Immediately post-career, he was Vice-President of the Economic Developers Association of Canada.

**Mr. C. William Ross, Managing Director,**  
Ross & Associates Inc.

Mr. Ross has broad international experience, serving in various capacities in Canada's Foreign Service. Bill was Canada's Ambassador to Colombia, as well as Consul General in Brazil and Australia among 7 international assignments, and he was President of the Canadian Vintners Association. He now consults for public and private sector clients and sits on a number of Boards/Committees. His strengths are in international trade, country analysis and association management.

**Mr. Doug Taylor CITP, Managing Director**  
Pacific Business Intelligence Ltd.

Mr. Taylor is a seasoned consultant in international business and trade, and has undertaken assignments in Europe, Asia, North America, the Middle East and the Caribbean for private industry, governments and international organizations. Doug serves on numerous Boards and Advisory Committees, and is Adjunct Professor at the Faculty of Business, University of Victoria, Canada. Doug holds the designation of Certified International Trade Professional.

**Mr. John H. Treleaven, CITP, President,**  
The Treleaven Consulting Group

Mr. Treleaven crafted a distinguished career in Canada's Foreign Service, undertaking numerous postings, which culminated in accreditation as Canada's Ambassador to the Philippines. John then became President and CEO of Saskatchewan Trade & Export Partnership, developing the organization into one of the leading trade promotion entities in Canada. Mr. Treleaven serves on numerous Boards and Committees, and is currently Chair and President of the Saanich Peninsula Chamber of Commerce. John currently advises numerous clients in Canada and internationally.