



CMA Global Group



About CMA-Global Group Professional Network

Key Messages for Existing and potential Members

Since 2003 at CMA-Global Group we have been working on a unique business model that addresses a global vision: Leading a change in the Food marketing that will enable Access to global markets of small and medium companies, reaching more buyers in more places.

In order to strengthen and widen our reach for this change we have created the CMA-Global Group Professional Network. The Network consists of professionals who believe what we believe, have a strong sense of collaboration, are aligned with us in understanding of the Food sector, and share our values. We offer new opportunities to grow and make part of the challenge of leading a real change in the way the sector works. People aspiring to become part of the CMA-Global Group Professional Network are either bringing/ offering us specific know-how, superior technology or a solid and valuable network.

The rationale for creating this Professional Network is that food producers largely tend to be local/regional and we know that they trust people who are at hand and understand their needs.

What are the advantages of becoming a CMA-Global Group's Professional Network Member?

Being a Member will allow you to use the brand identifier "A Member of the CMA-Global Group Professional Network", making part of a revolutionary open & transparent food sales community, doing business and work with us.

The relation is consolidated through a six months initial contract that will prove and check the value that the relation can give to both parts and our customers.

We will respect the agreement rigorously and together we will review the relationship in the medium and long term according to the results.

You will have our technical, commercial and communications support and any other brand value that may be needed to achieve the goals set up which we have mutually agreed in the signed contract.

We give you the opportunity to offer a different, attractive model that lets you improve your relationship with your collaborators and grow professionally.

You will be able to capitalize our know-how and network in the sector, giving you access to our products and services in your area of influence.

Our values reflect our way of working: rigor in the contract and working systems, honesty in our relationship with you, ambition for mutual growth, conviction regarding our business model and non-conformism as far as the sector status quo is concerned.

Different types of members:

The "candidate" has to fully understand why we require 3+3 months of pre-qualification based on him/her bringing either:

1. **CMA marketing method and tuition;**
2. **Personal network:** To one or more people/companies having interest in food B2B/B2C or;
3. **Knowledge:** Sectorial information about tendency or other news that can create value for our customers.

He/she will fully understand that the CMA-Global Group business model is based on a transparent use of data and P&L account expressed as a specific business plan and that we do not operate with black boxes and hidden values, that we do not believe in exclusivity, and that benefits will be shared between stakeholders adding value to final food buyers and thereby consumers.

CMA-Global Group is placed in the middle of the value chain in between supply chain and food chain. We will "integrate" all ongoing improvements coming from any party/provider upstream into our PPB and full service platform and send them through our Professional Network downstream and thereby improve food safety, communication and eliminate risks.

There are different types of Networkers. So far, we work with:

- *Agents/Distributors*
- *Food consultants*
- *Entrepreneurs In the food and beverage sector*
- *Head-hunters in the food industry*
- *Specialized Advisors*
- *Specialized Service Providers for board of food companies*

We are open to listen to new ideas and to create new types of membership.

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CONTACT US

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