



Cincinnati & Vaasa Finland, July 1st 2020 - Altix Consulting Inc, a Greater Cincinnati, USA based boutique consulting firm specialized in strategy and operation for international manufacturing champions, is proud to announce its partnership with Oy YBAS Ab, a Vaasa Finland, based boutique consulting firm specialized in international market entry and development for middle market Nordic companies.

Jan Backman, Board Member and Managing Partner of Oy YBAS Ab and Anne Cappel, Co-Founder and Chief Marketing Officer of Altix Consulting have a history of successful collaboration, supporting Nordic companies plan and execute North American market entry strategies.

The Altix Consulting and YBAS partnership offers middle-market companies from both sides of the Atlantic a coordinated and seamless experience in the planning and execution of their international market entry and expansion projects. In country, multi-lingual and seasoned business advisors, experienced working in multi-cultural environments, bring knowledge and robust business networks to help accelerate international market entry projects while reducing the risks associated with international expansions.

“Altix Consulting and YBAS is the perfect partnership for Nordic companies to successfully and cost effectively establish business ventures in North America and other large markets, and is a breakthrough partnership for YBAS Nordic clients. Thousands of Nordic mid-cap companies, 50-300 million euro turnover, have unique technology to grow and compete in North America, but the entry barrier is often too high and the North American market too distant for companies to do it alone. Altix Consulting brings the knowledge and the tools to lower those entry barriers and shorten the distance to market considerably for Nordic companies. While YBAS offer the local knowledge and experience” says YBAS Principal, Jan Backman.

Altix Consulting, Inc is a boutique consulting firm specializing in advanced manufacturing and international supply chain management. The company provides support with global business strategy, technology & innovation, operational excellence, workforce development, training & education. Spanning three continents, Altix partners offer a hands-on approach, from seasoned industry executives for industry leaders, with focus on long term success for their clients. Altix specializes in multi-language and multi-cultural business environments and international market entry. Contact: Anne Cappel – Chief Marketing Officer – anne.cappel@altixconsulting.com. www.altixconsulting.com