



Business Consulting & Strategic Support

Accelerate your international growth with a structured and hands-on approach

As a startup or SME, you are developing innovative products in photonics, deep tech, or high-tech, and you want to grow faster in international markets.

ArzhOptics supports you in structuring and deploying your export sales presence, combining strategic guidance with hands-on business development in your target markets. With an extensive network across Europe, North America, and the Asia-Pacific region, you gain faster access to the right ecosystems, partners, and decision-makers.

Objective: more business, faster

More qualified leads

More B2B meetings

More partnerships

More international sales

The goal is to turn your technological potential into concrete commercial opportunities in your target markets.



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What we do for you

Identification and qualification of strategic customers, partners, and distributors
Direct outreach: calls, emails, and targeted messages to the right contacts
Introductions to industrial decision-makers and key stakeholders
Development and management of distributor and agent networks
Deployment of commercial actions aligned with your strategy (campaigns, outreach sequences, follow-up)
Support in defining and sharpening your value proposition for target markets
Adaptation of your sales and marketing materials to customer expectations
Strategic and operational support at each stage of your export development (country prioritization, sales channels, partnership models)
Regular operational follow-up and pipeline reviews, with action-oriented recommendations

What you can expect

Within 3 to 6 months, depending on your market and product maturity, you can expect:

An active international sales pipeline with qualified prospects
A significant number of qualified leads on your priority markets
Real B2B meetings with buyers, integrators, and decision-makers
Exploratory partnership opportunities with equipment manufacturers (OEMs) and strategic end-users in your target markets
A 6–12 months export action plan to structure and scale your international growth

Complementary services

This service can be combined with our Market Intelligence reports to validate your target markets before scaling, and with our Sales Representation offering for seamless execution in the field.

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