

[ The Washington Post ]

# BUSINESS

WASHINGTON

MONDAY, DECEMBER 23, 2002

## START-UP

*A Weekly Look at the Region's Newest Companies*

### *Linking Businesses to Enable a Foreign Concept*

By ELLEN MCCARTHY  
*Washington Post Staff Writer*

Neil Ghosh spent more than 15 years helping companies sell their products and services in other countries. Working for a number of private corporations and the Australian government, Ghosh encountered the same reaction again and again: Large organizations were all for international trade, but smaller firms wanted nothing to do with it.

"There is a common theme—'It's not for me; it's for the big companies.' It's just the sheer unknown. They think it's too complex, too risky," Ghosh said.

In July 2001, Ghosh started GlobeTrade Inc., which he hopes will entice small and medium-size businesses to explore overseas opportunities. The key, he said, is to develop partnerships that allow for international expansion without huge initial investments.

GlobeTrade does much of the footwork, including market research and background investigations, for clients. The firm then makes suggestions on foreign companies that could act as partners in their home countries and sets up communication networks between the two businesses.

For example, a small company that makes typewriter ribbons may not



BY FRANK JONSTON—THE WASHINGTON POST

**Neil Ghosh, founder of GlobeTrade, says the firm will set up partnerships between small businesses in different countries, cutting some costs of international trade.**

have much sales luck in the United States anymore, Ghosh said, but by teaming with a manufacturing firm in a developing country where typewriters are still used, both companies can profit.

Ghosh said that current international trading regulations make it easier than ever to expand

into new markets and that rapid communication technologies allow companies to keep in regular contact with clients and partners.

"Our goal is to reduce the risk," Ghosh said. "The availability of new, sophisticated technology is making trade much simpler for small to mid-size businesses."