

# IMPACTFUL BUSINESS DEVELOPMENT

Proficio helps Israeli businesses with products that promote sustainability, to expand to international markets. We also guide global enterprises in their search for new opportunities in Israel's advanced tech ecosystem.

## Our Services

Many businesses aren't sure which international market best fits their products. They also often lack the time or specific expertise to facilitate effective market penetration.

This is where we come in.

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### International Market Analysis

As a first step towards effective business expansion.
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### Establishment of Impactful Business Initiatives

Leading short and long-term business development processes in international markets.
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### Tapping into Israeli Innovation

Working with foreign enterprises and entrepreneurs to identify innovative Israel-based solutions.



## Mark Segal Proficio Founder

Mark Segal is an international business development expert who founded Proficio in 2014. Collaborating with companies that actively promote environmental sustainability and health-oriented values, Mark is driven by trust, integrity and a desire to leave a positive mark on our planet.

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 Mark Segal

20+

Years of Experience

5

Global Markets

4

Languages Spoken  
Fluently

10

Impact-Driven  
Industries

Proficio is a Latin word used to describe progress, profitability and contribution. Together with our clients, it's what we help create.

