



Millán & Ayala
2join consulting

Services Catalog 2024

Millán & Ayala International Consultants, LLC is a firm specializing in technical assistance in foreign trade and internationalization of companies. With experience in Latin America and the United States, we offer comprehensive solutions tailored to the needs of each client, combining trade strategies, regulatory compliance, digitization and sustainability. Our service catalog for 2024 ranges from supplier audits to international digital marketing strategies, providing comprehensive support for the global expansion of your business.



Internationalization and Foreign Trade

Supplier and Customer Audits in the U.S.

We conduct comprehensive audits to verify the quality, reliability and competence of suppliers and customers in the United States. This includes document review, inventory and production verification, and physical inspection and sampling.

Risk Tracking Matrix

We develop customized risk matrices to identify economic dynamics between the United States, Colombia and other key markets. This includes economic reports, sector analysis and supply chain evaluation.

Softlanding in the United States

We offer company structuring and registration, creating maps of the corporate and tax structure of the U.S. to facilitate strategic decision-making in the U.S. market.

Digital Strategies and E-commerce

At Millán & Ayala, we recognize the vital importance of e-commerce in international expansion. Our services in this area include:

1 Cross-border E-commerce

We support the development of cross-border e-commerce strategies, helping to comply with customs regulations, manage international returns and optimize global payments.

2 International Digital Marketing Strategy

We help position products and brands in global markets through the optimization of e-commerce platforms and SEO/SEM strategies tailored to specific markets.

3 Digital Market Analysis

We conduct detailed studies of target digital markets, identifying specific opportunities and challenges for e-commerce in different regions.

Specialized Services for Exporters

We offer a full range of services designed to facilitate the entry and success of exporters in new international markets:

- Market Studies: Detailed analysis of target markets in the U.S. and Latin America.
- Evaluation of Entry Barriers: Identification and analysis of regulatory and technical barriers.
- Label Review: We ensure compliance with FDA regulations.
- Plant Registration with the FDA: Assistance in the process of registering facilities.
- Registered Agent Services: We act as a representative before the FDA for plants outside the U.S.

These services are designed to provide comprehensive support to companies seeking to expand into international markets, especially in the United States.

Sustainability and ESG Compliance

At Millán & Ayala, we are committed to helping companies build a more sustainable future. Our services in this area include:

Environmental Audits

We evaluate the environmental impact of operations and propose improvements.

ESG Consulting

We develop strategies to improve performance in environmental, social, and governance aspects.

Sustainability Reports

We help prepare reports that demonstrate a commitment to sustainability.

Our personalized approach allows companies to achieve their sustainability goals and improve their position in the global market.



Supply Chain Innovation and Optimization

- 1** — Current Chain Analysis
We evaluate the efficiency and weaknesses of the existing supply chain.
- 2** — Implementation of Technological Solutions
We introduce automation and data analysis tools to improve decision-making.
- 3** — Nearshoring Strategies
We develop plans to bring production closer to end markets, reducing time and costs.
- 4** — Continuous Optimization
We constantly monitor and adjust to maintain efficiency in a changing environment.

Our goal is to provide personalized solutions that optimize operations, improve decision-making and expand businesses to new markets, adapting to a constantly changing world.

Training and Update Services

At Millán & Ayala, we understand the importance of staying up-to-date in a constantly evolving global business environment. We offer a wide range of training services designed to equip our clients with the knowledge and skills needed to succeed in the international market.



Customs Regimes and Export Procedures

Guidance on specific customs regulations and procedures for exporting.



Incoterms and International Trade

Detailed training on Incoterms and their application in international trade.



Documentation for Exportation

Preparation of the necessary documentation for exporting, including certificates of origin and commercial invoices.



Export Marketing Strategies

Development of specific marketing strategies to promote products and services in international markets.

Our Differentiators and Team

At Millán & Ayala International Consultants, we are distinguished by our global experience, customized solutions for each client, and focus on innovation and sustainability. We have a presence in Latin America and the US, and a team of experts in international trade, FDA regulations, and sustainability strategies.

Our multidisciplinary team of consultants has extensive experience in foreign trade, business internationalization, and market regulation. We are committed to accompanying our clients at every stage of the process, from the initial evaluation to the successful implementation of their global strategy.

For more information, visit us at www.millanandayala.com