

INTEGRITAS

PEOPLE & BUSINESS

TRY US. WE DELIVER !

DESTINATION:GROWTH

*HUB OF BUSINESS DEVELOPMENT SERVICES
M&A ADVISORY
CORPORATE INNOVATION ADVISORY
BUSINESS OPPORTUNITIES CHANNEL

IP&B

INTEGRITAS PEOPLE &
BUSINESS

1-2-3 IS OUR PHILOSOPHY

WHAT IS HUB

- **HUB:** noun | center, heart, focus, core, middle, focal point, pivot, nerve center. A center of activity or interest or commerce or transportation; a focal point around which events revolve.



ABOUT

"INTEGRITAS PEOPLE & BUSINESS" (IPB) established in 2010 as a boutique business development consulting office, providing tailor-made platform for Business Development, Innovation In-Sourcing, Business Intelligence and Market Development Services. Within two years of intensive work, we established business development hub of comprehensive services and solutions in Greece for domestic and global customers needs, operating solid and reliable network of contacts from wide range of activities and sectors. Mr. Cobi Bitton, the founder and the CEO, has vast experience in business development at the international level and in areas of activity and operates an extensive network of business entities, governmental channels and opinion leaders. Cobi has extensive experience in M&A's Advisory, Corporate Innovation Advisory, as well as into the Israeli and South-East Europe Start-Up Eco System and diverse business cultures. In month March 2018, Cobi was appointed as the CEO of Israel-Greece Chamber of Commerce, turning IGCCI to one of the leading bi-national chamber of commerce in Israel.

WHO WE ARE

Team :

- Mr. Cobi Bitton, Founder & CEO
- Mrs. Yafit Guri, Administration Affairs
- Mr. Petros Fragis, Affiliation (HLS - Greece)
- Mr. Thanos Spanopoulos, Affiliation (Aqua Agriculture, Fishing & Innovation - Greece)
- Mr. Lefteris Papaioannou, Affiliation (Marketing, Traditional Industry, Affiliations - Greece)
- Mrs. Sherry Tabori-Korn, Coordinator & Project Manager (Israel and Internationally)
- Mr. Anton Maťašek - Integrity Partners, Affiliation (Slovakia and The Czech Republic)
- Mr. Miroslav Horvath - Integrity Partners, Affiliation (Slovakia and The Czech Republic)
- Mr. Florin Isac, Affiliation (Romania)



MISSION

To offer, provide and implement business processes for the welfare and development of the organization's success in business and organizational level. Generating commercial contracts between various parties in the local and international markets and to implement growth engines for the organization profitability and usefulness.

**We operates transparently.
Measurable.
With you. not just for you.**



- Business Development
- M&A
- Corporate Innovation
- Innovation Scouting

OUR PILLARS

- Technology and Innovation Eco-system,
- FoodTech, AgriTech, Aquaculture,
- Life Style,
- Cyber, HLS,
- Healthcare Services, MedTech,
- Fintech,
- PropTech,
- Green Energy,
- Traditional Industry

GOALS

- Maximizing sales (not just initial sales),
- Identifying Growth Drivers,
- Selecting strategic customers and partners or company fit-in local partners,
- "Mine clearance" – Cautiously,
- Identifying growth engines,
- Positioning the organization marketing language with a focus on diverse business cultures,
- Positioning the organization and its suitability with a focus on changes required to achieve the core objectives,
- Long-term relationships.

WHY

We at "INTEGRITAS PEOPLE & BUSINESS" (IPB) aware and recognize the many dilemmas and challenges facing the administrative and financial business entities who wish to develop and expand business activity in Greece, Israel or in other foreign markets.

One of our business activities is to help identify the success inhibitors and produce a useful step to improve its ability to put focus the organization's goals and reach them, to penetrate attractive markets and find the best partners, to characterize and institutionalize the framework for the engagement and set realistic goals. Additionally, assisting our customers to identify drivers and strategic partners for joint efforts.





WORKING PLATFORM

- Testing and analysis of Current Business Situation overseas marketing and strategic partner options.
- Building strategy work.
- Performing tasks specified in the business development process and adapted during the product requirements / service.
- Management of ongoing operations, customer relationship management and reservations, contact monitoring to increase volume of sales.
- Representing foreign companies and business factors for their interests and on-going activities.
- Production of monthly reports on our activities is reported, as well as planning activities for the following month.

With You

WHAT SETS YOU APART?

WHEN

IPB Added Values:

- Industry Specialty
- Creativity and Innovative Thinking
- Domestic and International Partners, Experts and Opinion Leaders Network
- High Quality sources of connections and decision makers
- Professional Roadshow Makers
- International Business Cultures Awareness
- Business Intelligence
- Business Tourism Meeting Point



WHEN

Use External Consultancy Services When:

- To support development of strategy or facilitate corporate-wide initiatives or key priorities
- Do not have internal expertise
- Deep expertise is needed
- An outside, neutral perspective is important
- New, risky alternatives need validation from an outside expert
- Internal does not have status, power or authority to influence senior management or the culture
- CEO, President or senior leaders need coach, guide or objective sounding board
- Initiative justifies the expense
- Project has defined boundaries or limits

CUTTING EDGE TECHNOLOGY & INVESTMENT SCOUTING

Scouting Office

We all share a common goal: to be the first to find the next best idea.

IPB offers a unique combination of scouting, consulting and creativity required in a competitive market and meeting market demands.

In a competitive world, in which companies rise and fall based on their technological leadership, many companies have realized that they must open their doors to new, original and out-of-the-box innovations that are often developed far away from their offices.

Many Israeli scouting and innovation centers focus on finding promising early-stage start-ups. Early identification allows the corporation to shape the start-up or the technological direction according to its needs while keeping an open eye on its potential future acquisition. Furthermore, MNCs' scouting centers allow them to acquire an organic team with proven experience and success.

This marks another advantage of scouting centers: often it's easier to establish an R&D center in Israel through an acquisition rather than from scratch.

Companies conduct scouting activities based on their unique means and ends.



SELECTED CUSTOMERS AND PARTNERS

FRUTAROM BESADNO INVESTMENTS INTERVYO ACTIVIEW.IO VR
ENGELINVEST STEPAHEAD INTEGRITY PARTNERS ORANGE BLOSSOM VENTURES
ACCELIUM PHARMACIA GUADALAJARA RIDGE GLOBAL GROUP
RESHAFIM SECURITY DOORS H.D FIRE AG-SENSE PHOENICIA FLAT GLASS
BESTSELLER FORMION HAGIVA STEEL INDUSTRIES LESICO LTD SKYLIMIT
SKYSAVER JANSTEEL NEGEV GROUP TADIRAN INTERNATIONAL GROWPER
LZ HOLDINGS SURPRICE RENT A CAR WAVE MEDIA OPERATIONS TADIRAN
INTERNATIONAL NEGEV GROUP BGI EUROPE RAFI SHAPIRA FLAT GLASS
COCO-MAT LIFE STYLE ISRAEL-GREECE CHAMBER OF COMMERCE
CORTEX DENTAL IMPLANTS KLEOS S.A SKYLIMIT AALBERS/FARINA
HAGOR TACTICAL GOLBARY GROUP STARTEGY360UP

For complete customers list and credentials, please contact Cobi Bitton

@:

cobi@integritas.co.il

SELECTED PROJECTS

For complete
customers list and
credentials, please
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@:
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- Business development and acquisition advisory services part of expansion strategy of a leading HVAC corporation in East and SE Europe,
- Business development services for a leading Israeli wastewater treatment company,
- Business development services for a leading Israeli -International flavors and fine ingredients company,
- Business Development and acquisition advisory services for a leading Israeli home design
- Business strategy for investment house in the Hi-tech and Financial markets. Israel. USA
- Expansion strategy for a mid-size metal works group of companies in Israel and their expansion abroad
- GOING EUROPE business plan and growth strategy for a leading Israeli security barriers, bollards and access gates,
- Business formation and strategy for a leading business services hub in Cambodia for leadership and Innovation,
- Market research and comprehensive review of a leading composite pharmaceutical company. Cyprus
- Business Development Services for a leading game-based skill assessment & development programs for business enterprises & K12 schools.
- expansion strategy for a leading manufacturer in the security doors industry.
- Business development services and business expansion strategy for a leading flat glass manufacturer – the Security Glass department,
- Fundraising plan and business expansion strategy for startups in the Cyber, HR, HLS, PropTech, FoodTech, MedTech and AI
- Market research for a leading coffee and fast-food group of companies,
- Business Development Services for high end hospitality group – Hotels,

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CONTACT US

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