



ENDOR JUNCTION

International markets for accelerated business **GROWTH**

Global Strategy. Local Expertise.

www.vendorjunctiongroup.com



About Vendor Junction

01

New revenue lines
within 6 months

02

USD 170M in qualified
international sales
generated

03

40+ clients and
business partners

04

780+ Sales Channel
Partners Network
in 18 countries

05

Specialising in 14
business verticals



Vendor Junction



VISION

To be the catalyst for growth in companies with global ambitions.



MISSION

Know what our customers want most and what Vendor Junction does best. Focus on where the two align.



WHAT WE DO

Established in 2016, Vendor Junction is a **knowledge-based professional service and management firm specialising in international business development, channel sales ecosystems, and in-country business operations management** for our clients in Europe & North America.

Our industry-specific managers, business unit teams, and alliance partners identify high-potential markets with data-driven go-to-market strategies. With defined business processes that align with our client's vision, **Vendor Junction delivers margin-based new revenue lines across the Middle East, Africa & South Asia.**

We create defined deliverables for every step of executing the set strategy, ensuring a unified customer experience, **sustained revenue growth, and measurable return on investment across high-growth and emerging international markets.**

Headquartered in the United Arab Emirates and with representative offices in the **USA, Finland, Sweden, Denmark, Saudi Arabia, India, and Pakistan**, Vendor Junction operates internationally with global reach for its clients.



Industries We Serve



Information technology⁰¹

- Cyber security
- IT Networking & communications
- IoT solutions
- Software & cloud solutions

Life science & healthcare⁰²

- Clinical diagnostics
- Patient & home monitoring
- m-Health
- Medical imaging
- Laboratory equipment

Clean tech & circular conomy⁰³

- Water treatment & management
- Green Energy
- Waste treatment & recycling
- Circular economy solutions

Others⁰⁴

- Edutech
- E-learning

Our Focus Markets

Middle East

- United Arab Emirates
- Saudi Arabia
- Qatar
- Kuwait
- Oman
- Bahrain
- Jordan

South Asia

- India
- Pakistan
- Bangladesh
- Sri Lanka
- Nepal

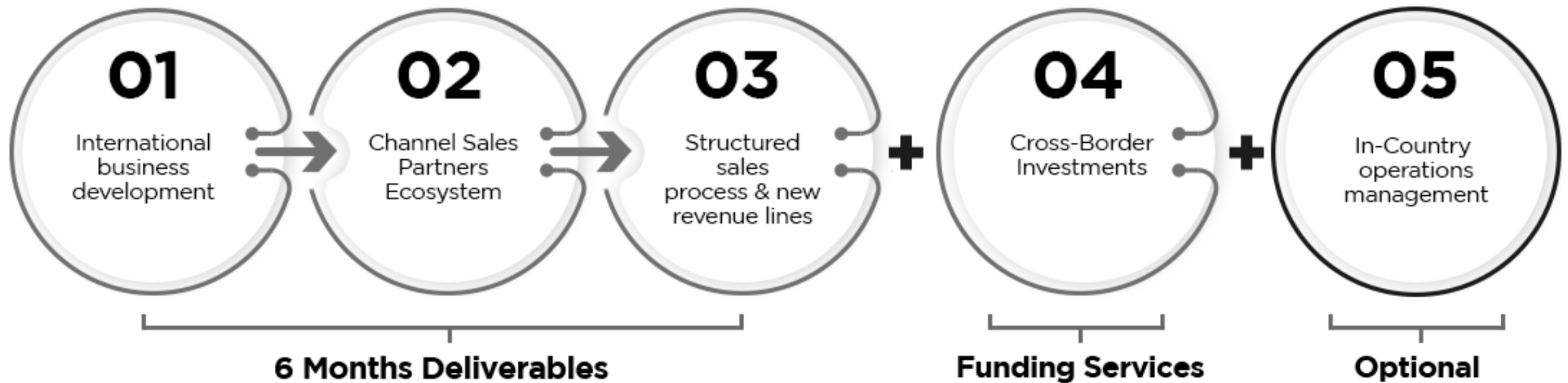
Africa

- Nigeria
- Kenya
- Ghana
- Republic of Congo
- Ethiopia
- Egypt



Introducing

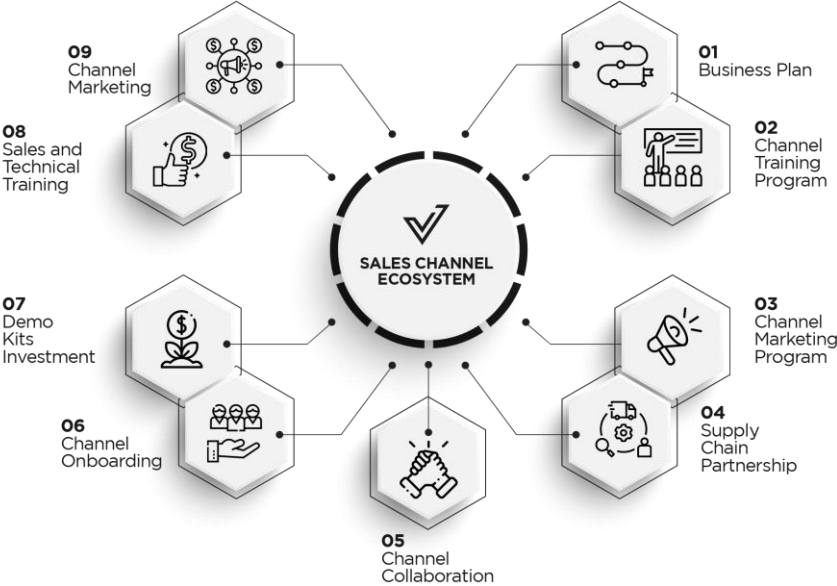
Global Growth Ecosystem & Operations System™ [GEOS]





International Business Development

01.

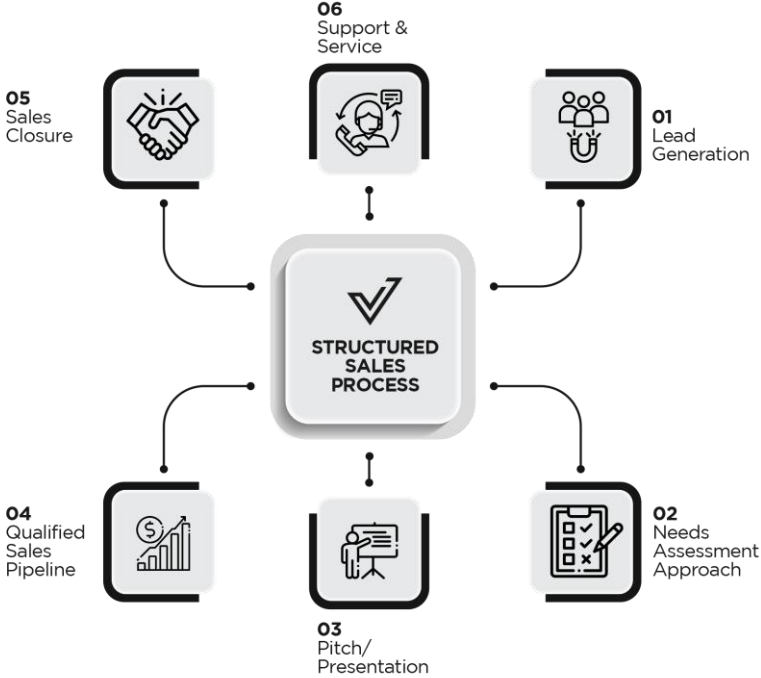


02.

Sales Channel Ecosystem

Structured Sales Process

03.

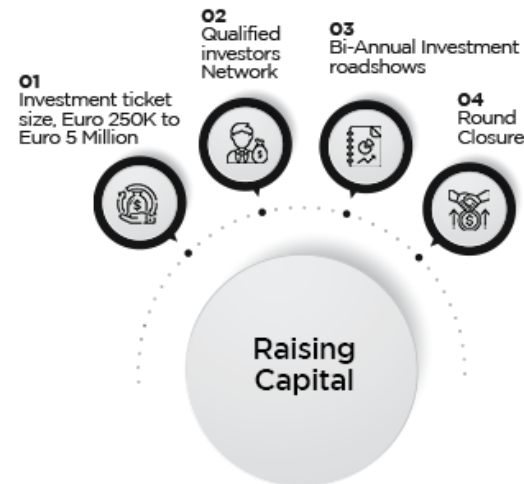
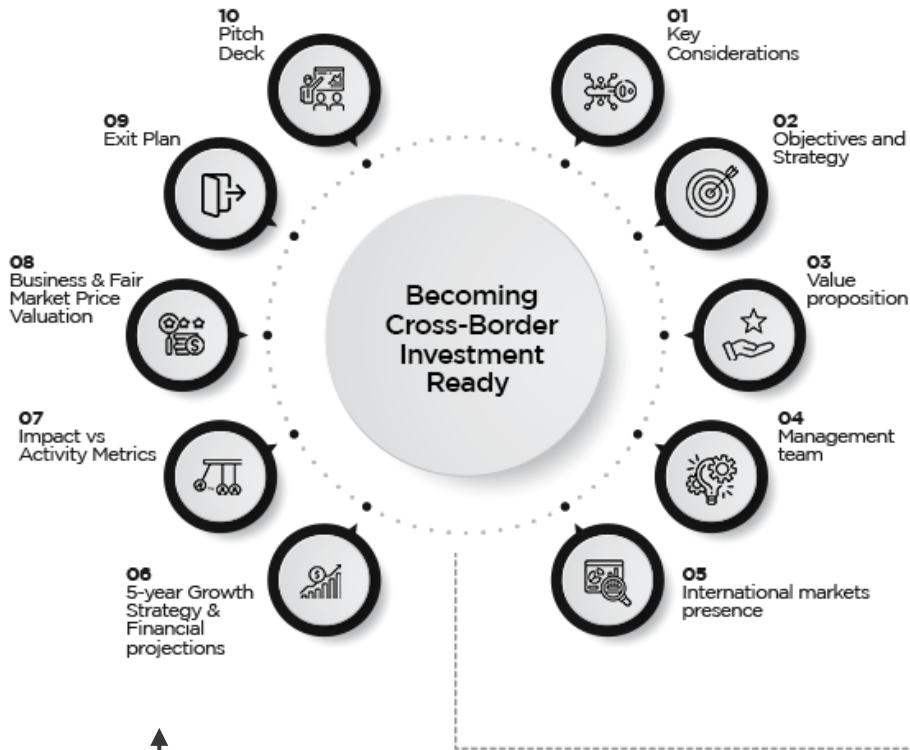




Post 6 Month GEOS Services

Investors

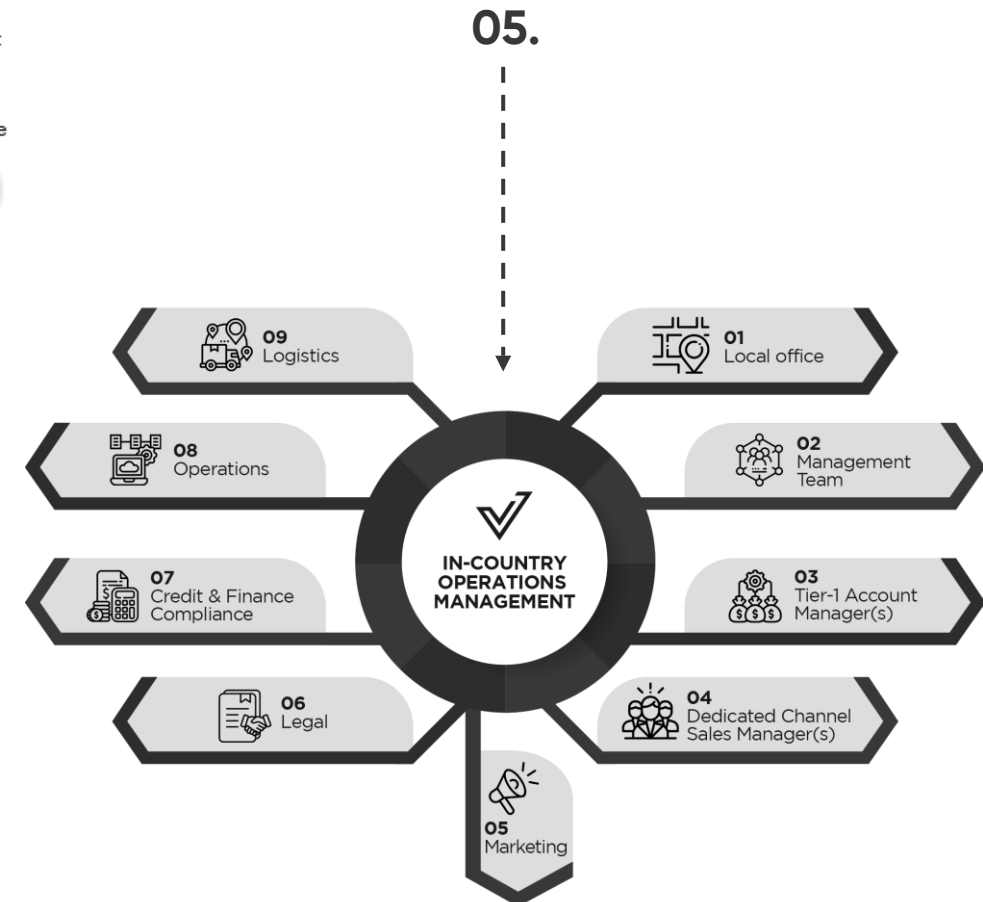
- ✓ Institutional Investment
- ✓ Investment Companies
- ✓ Family Office
- ✓ High Net Worth Individuals
- ✓ Venture Capital Funding



04.

Cross-Border Investment

In-Country Operations Management



*Investment Cap, USD 250K to USD 5 Million Per Company



Benefits of working with us

Smaller investment

- No hiring costs, no onboarding
- No sales commissions
- No reorganisations to support international expansion

Market selection

- The right market based on your goals
- Time to market strategy
- Anticipating and mitigating risks

Speed to market

- Sales pipeline created is less than 6 months
- Channel partner ecosystem to fast-track sales
- Support with reporting requirements and regulatory deadlines

Core strengths and expertise

RESOURCES

Industry specialised teams, consultants and alliance partners, and advisory board

PROCESS DRIVEN EXPERTISE

Market research, go-to-market strategies and processes for establishing sales channels

MARKET KNOWLEDGE

Local market knowledge with access to decision makers across industries

CHANNEL EXPERTISE

Established industry specific sales channels across MEA & South Asia established over 24 years

CHANNEL PROGRAMS

Program design and certified trainings for sales channel enablement

MARKETING & SALES

Brand awareness, multi-program marketing, lead generation and sales process management

VALUE-ADDED SERVICES

Cross border Investments, feasibility studies, seminars & trade shows

IN-COUNTRY OPERATIONS

In-country representative offices for business operations management

Vendor Junction Group

Global Strategy. Local Expertise



Sayed Jawed
Founder & CEO
Vendor Junction Group

Ex. Cisco, Extreme Network, Tech Data, Westcon Group

Affiliations

- iSTOC Board Member
- NE Device SW Advisory Board Member
- Kipuwx Advisory Board Member
- Kajaani University Business Partner
- Allied ICT Finland International Alliance & Collaboration Partner

Group Advisory Board



Jarmo Järvenpää
Board Member – Vendor Junction
Founder & CEO – iSTOC



Matti Sarén
President & CEO
Kajaani University of Applied Science



JB Herrera
Founder & CEO
Perceptive Insights



Per Nathanaelson
Board Chairman
iSTOC, POCLAB, DxPOC

Management Team



JB Herrera
EVP, North America Sales



Gladys Núñez
Business Development Manager



Ijaz Kashmiri
Sr. Consultant Investment & Strategies



Waqas Naeem
Chief Technical Officer



Aisha Jawed
Director, Finance & Administration



Jeelani Basha
Director, Healthcare

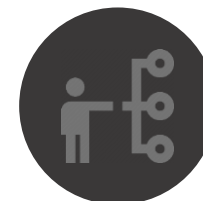


Head Office
E1 – 1322C, 13th Floor
Amber Gem Tower
United Arab Emirates
Est: 2015



Group Companies

- Vendor Junction
- VJ Technologies
- VJ Diagnostics
- iSTOC International



Business Specializations

- International business development
- Disruptive health-tech
- Clinical diagnostics
- ICT Infrastructure & Cyber Security
- eLearning



International Offices

- Finland
- Sweden
- Denmark
- Saudi Arabia
- Pakistan
- USA



Global strategy. Local expertise.

THANK YOU

To discuss your international growth, please contact

Jarmo Järvenpää
Board Member

jarmo@vendorjunctiongroup.com

☎ +358 40 541 6296

Sayed Jawed
Founder & CEO Member

sayed@vendorjunctiongroup.com

☎ +971 52 922 4818

www.vendorjunctiongroup.com

ALLIANCE PARTNERS

BUSINESS
FINLAND

BUSINESS
TAMPERE

OULU



BUSINESSOULU



OULU
HEALTH



Allied
ICT Finland

VTT

