

ExploreMarkets

Explore Markets

Your partner for market entry and growth in CEE & the Nordics

Partner search • Lead generation • M&A • Strategic introductions • Investment opportunities

September 2026

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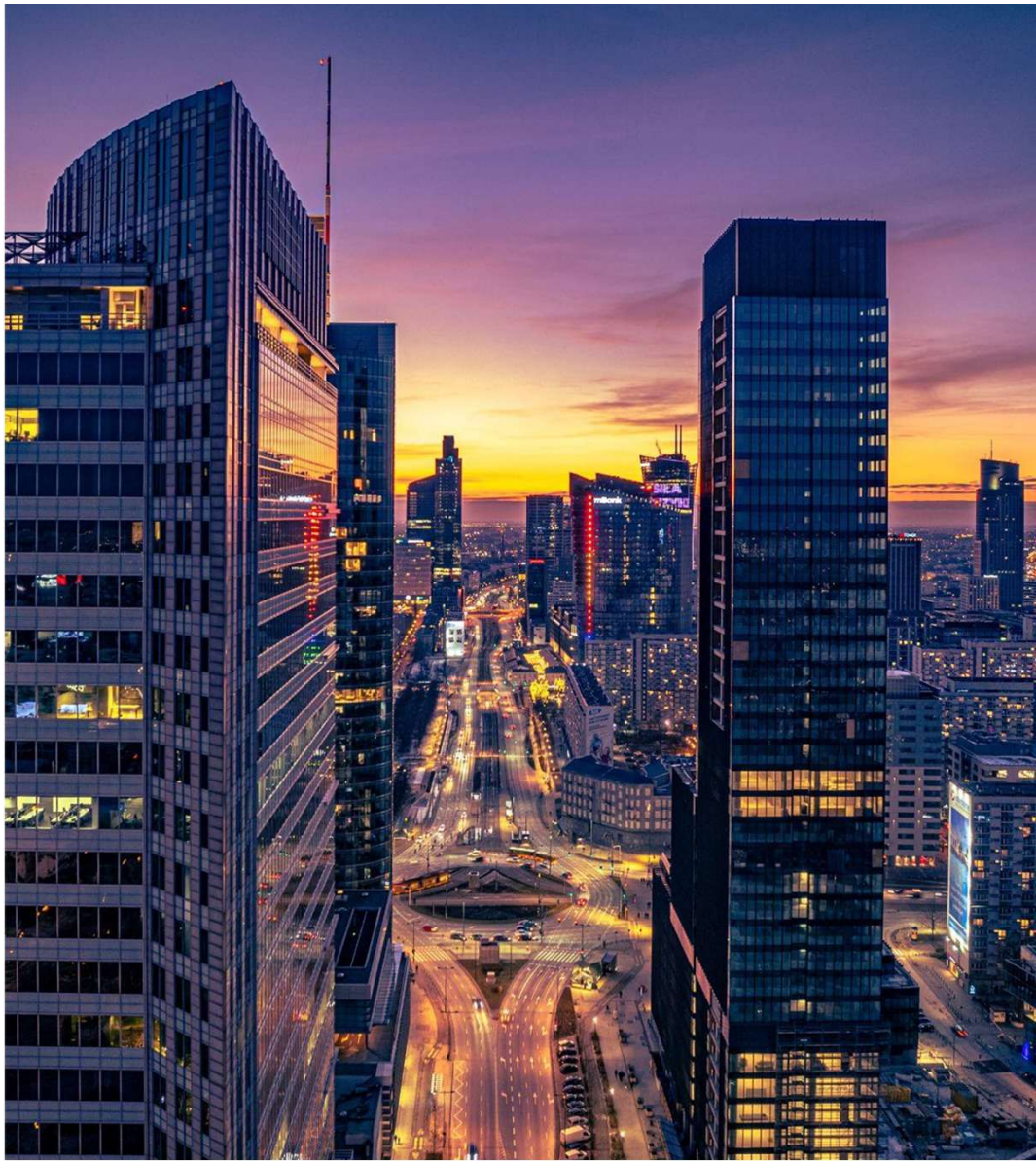
About Explore Markets

Explore Markets is a **go-to-market** consultancy headquartered in Warsaw, specializing in helping international companies expand into **Central & Eastern Europe (CEE) and the Nordic region**. Established in 2014 by a Swedish-Polish founding team, the firm leverages over 20 years of senior international business development expertise and a curated network spanning 14 countries.

We are driven by strong values and a culture that goes beyond profit. With personal commitment and a problem-solving mindset, we take ownership of every challenge and deliver with dedication.



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We help international companies expand into CEE and the Nordic region through services, such as:

- **Investor & Opportunity Matchmaking**
- **Market Research & Insight**
- **Partner & Distributor Search**
- **Sourcing & Nearshoring in CEE**
- **M&A and Acquisition Target Search**
- **Market Entry & Expansion Support**
- **Market Growth & Business Development**
- **Visiting Programs & Matchmaking**

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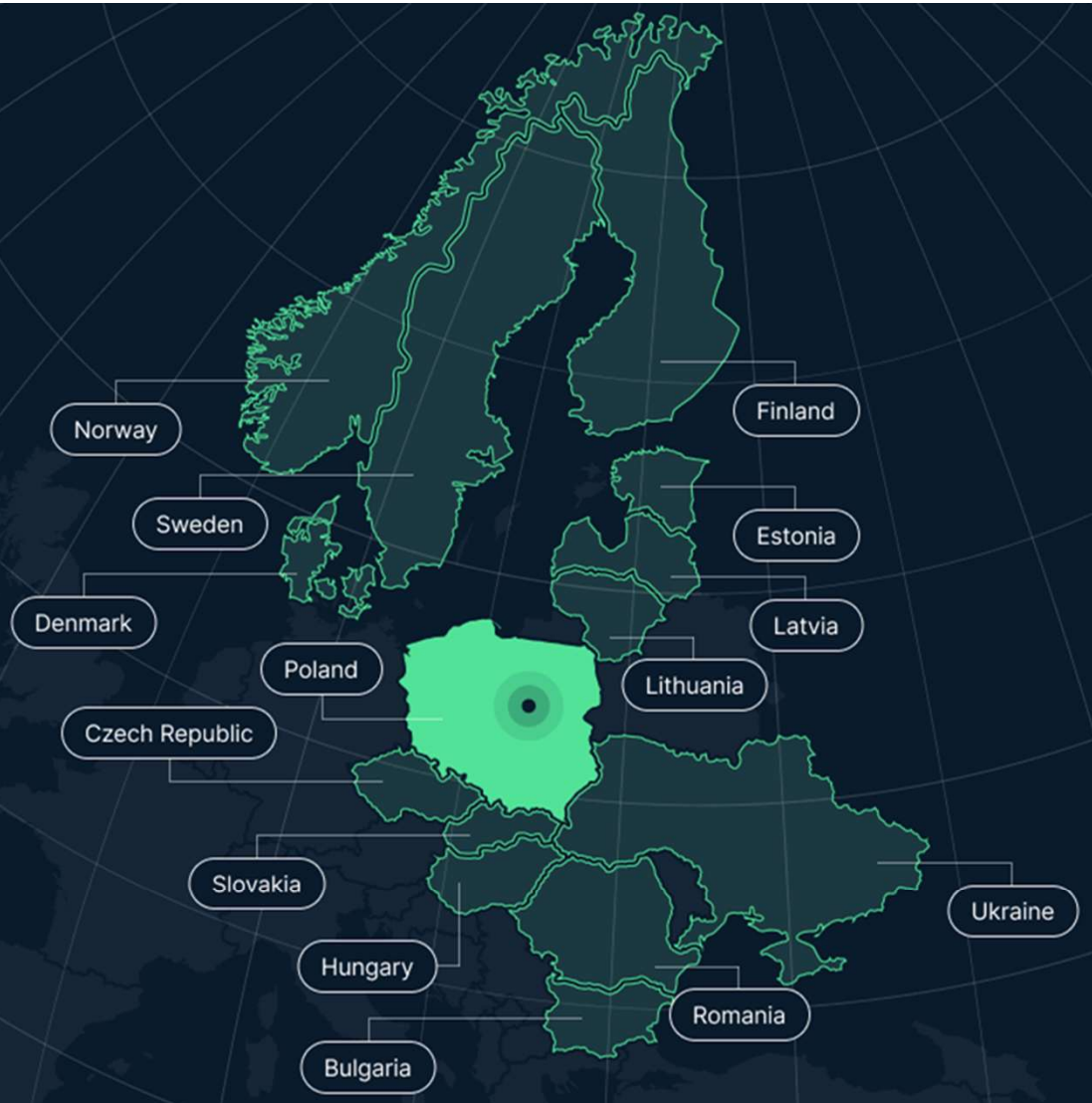
Our Priority Markets

We work with a curated network of industry experts across 14 countries, focusing on Scandinavia and CEE, with a HQ in Warsaw and offices in Kiev, Bucharest and Tallinn.



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Why Romania Matters

Scale: Romania is a sizeable EU market with about **19 million people**, giving companies access to a meaningful domestic customer base.

EU & NATO position: Romania joined the **EU in 2007** and is also part of **NATO**, **full Schengen member** since 2025, strengthening its role as a stable regional business and security hub.

CEE gateway: Its location connects **Central Europe, the Balkans, the Black Sea region and wider European markets**, making it attractive for regional expansion

Investment appeal: Romania is actively seeking foreign direct investment and is recognized for its **strategic location, educated workforce, competitive wages and natural resources**.

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Romania Opportunity Map

Energy, CleanTech & Infrastructure

Renewables, gas, utilities, construction, ESG, public-private projects.

Advanced Manufacturing R&D Sourcing

Special focus on:
Dual use
Space
Life sciences

Suppliers, export-focused manufacturers, industrial services.

Technology & Digital Services

Software, IT services, **AI**, SaaS, fintech, digital transformation, smart cities.

Everything in between, upstream, downstream and HW/infrastructure.

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Where We Create Highest Value

Investor & Opportunity Matchmaking

A bridge between capital and opportunity, matching investors with attractive businesses and expansion projects in the region.

Partner & Distributor Search

We help clients expand their market reach by connecting them with the right partners and distributors. We make sure your entry lays the foundation for long-term success.

Cross-border M&A and Acquisition Target Search

Explore Markets assists strategic buyers, private equity funds, family offices and corporate investors with cross-border M&A in CEE and the Nordics, with a strong emphasis on mid-market and privately owned businesses.

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Swedish-Polish Founding Team



Fredrik Udd, Managing Partner, Vice Chairman of the Swedish-Polish Chamber of Commerce

Fredrik brings 20+ years of international business development experience, with a focus on market entry and M&A advisory. He has led expansion projects across 15+ countries, driving sales growth, sourcing, and strategic acquisitions. His background includes Roland Berger, Accenture, and Business Sweden, where he served as Trade Commissioner to Poland, Argentina and Chile.



Katarzyna Udd, Partner

Katarzyna supports companies entering and expanding in Poland through strategic introductions, partner search, and market insight. She helps clients validate opportunities, build partnerships, and scale with confidence. In M&A, Katarzyna primarily supports investors by identifying and matching them with relevant acquisition and investment opportunities in the Polish market. With 18+ years of international experience across Sweden, the UK, Argentina, Slovakia, and Slovenia, she brings a practical, results-driven approach across various industries.

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Explore Markets in Romania



Mihaela Stanel, Associate Partner, Romania & Moldova

Mihaela is a highly accomplished international growth and market entry consultant with over 25 years of experience driving business expansion and cross-border project execution. Specializing in the CEE, Scandinavian, and Eastern European regions, she offers deep expertise in export strategy, partner identification, and global scaling.

Key Professional Highlights

International Expansion: Assists companies across various sectors in navigating new markets, focusing on market prioritization and specific country surveys, hands on actions and local network to make things happen

Global Trade Initiatives: Combines corporate and entrepreneurial expertise, working closely with businesses to scale their operations worldwide.

Strategic Consulting: Deep background in corporate and entrepreneurial environments such as tech, infrastructure; high interest in growing business areas retail, ESG, agriculture, dual use and education; specialized consulting for the Swedish Trade & Invest Council (now merged to form Business Sweden).

Policy & UN System: Played a National Consultant role in shaping National Export Strategy of Romania alongside the United Nations.

Award-Winning Performance: Nominated as one of Europe's top employees at the Swedish Trade Council in 2007, reflecting her exceptional delivery on cross-border consulting projects



Why work with us?

We work with a handpicked network of industry veterans across 14 countries. Every project is guided by our quality assurance process, ensuring the work meets our high standards.

These professionals have developed their skills with global brands, built strong relationships across industries, and consistently delivered outstanding results.

When you partner with Explore Markets, you're getting more than a consultant—you're supported by our entire organization, built on collaboration and trusted partnerships.

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We build strong alliances with local and international partners and are always happy to share our expertise

Membership and Collaboration Network

Belgian Business Chamber

Swedish-Polish Chamber of Commerce

Scandinavian-Polish Chamber of Commerce

Chamber of Commerce and Industry in Katowice

CDI GLOBAL











Selected Clients



MS1

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Case Study

Metaltech Sp. z o.o. is a Polish manufacturer specializing in metal processing, agricultural machinery, parking infrastructure, and custom metal structures. With around 780 employees and advanced production capabilities across three sites, the company delivers high-quality metalworking solutions.

In 2024-25, Metal Tech partnered with Explore Markets to establish sales in Sweden.

Established Goals

- Establish contact with prospective customers by carrying out Business Development activities in Sweden.
- Find long-term customers in the Nordic region.

Challenges

- Limited market insight in the Scandinavian region, particularly in identifying decision-makers and understanding procurement processes.
- Outdated or insufficient marketing materials, reducing the effectiveness of outreach and first impressions.

Achievements

Key outcomes include:

- **107** potential clients identified
- **79** companies contacted
- **10** business meetings held over a period of 3-5 months
- **5** Requests for Quotation (RFQs) received
- **1** contract successfully secured

These results mark a strong start for Metaltech's expansion into the Nordic market.

About Metaltech



Industry: Metal Processing;
Experience: 43 years in the market.

Slide 13

MS1 Success story

Mihaela Stanel, 2026-05-25T10:46:35.800

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MetalTech Outreach Materials

Before



After





Case Study

SMA Magnetics is a leading European manufacturer of magnetic components used in applications such as photovoltaic installations, industrial solutions, as well as railway and medical systems.

SMA Magnetics partnered with Explore Markets to establish sales in Sweden and Finland.

Established Goals

- Develop an export strategy.
- Identify potential customers in Sweden and Finland.
- Build relationships with the most promising companies and, ultimately, drive sales.

Challanges

- Over-reliance on the demand from key partners.
- Limited understanding of the Scandinavian markets.
- Restricted human resources, which hindered their ability to achieve results.

Achievements

- Established contact with over 20 manufacturing companies in Sweden and Finland interested in alternative sourcing.
- Initiated relationships with several promising clients, creating opportunities for future cooperation.
- Gained valuable market insights, supporting SMA Magnetics in better understanding and navigating the Nordic business environment.

About SMA Magnetics



Industry: Energy, Engineering, Manufacturing; Experience: 40 years in the market.

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In Short

We create the highest value where strategy meets execution, helping clients expand and invest across CEE.

15

Countries

Our partnership with various organisations significantly amplifies our geographical reach.

230+

Clients

Over 20 years, we've built strong relationships with some great companies.

320

Projects Completed

We're proud to work with a range of established brands , emerging startups and international partners, across Poland, Scandinavia and beyond.

25

Years of Experience

20 years of senior international business development expertise.

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Doing Business in Romania

Practical Guidebook with Cultural Aspects and Business Etiquette

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Let’s meet

Unlock the key to international growth

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