

Finding the perfect partner for MOBIAK

A leading fire equipment manufacturer needed a trustworthy import associate in a key growth market. Trade Club Alliance member Eurobank helped their customer identify exactly the right partner to penetrate a new market and create dynamic demand for their products.



Taking the first step

Founded in Greece in 1977, MOBIAK is a leading manufacturer and supplier of firefighting equipment and fire protection systems, exporting its products to more than 70 countries worldwide. As the company sought to further expand its international business, identifying and collaborating with trustworthy import associates was proving difficult.

MOBIAK turned to the Trade Club Alliance network to help it find a trade partner with the financial profile and business values it was looking for.

The power of together

Using Eurobank's online Exportgate platform, a Trade Club Alliance community manager helped MOBIAK work with Trade Club Alliance partner bank, Santander, to search for and identify a suitable importer of fire extinguishers in the key growth market of Portugal.

MOBIAK then used the platform to begin discussions with the proposed partner, safe in the knowledge that its financial and operational credibility had already been filtered to match their specific needs.

Moving forward with trust

Off the back of these discussions, the businesses agreed a trade contract and started a highly successful partnership, ensuring growth for MOBIAK in a new market.

As its expansion plans develop, MOBIAK continues to use the Trade Club Alliance network to find and communicate with trusted associates around the world. The company has shared its story via a digital campaign and short film, click play below to view.

“ Exportgate has set our minds at ease as to whether our associates are reliable and our transactions safe. ”

– Antonis Gkezepris, Marketing Manager, MOBIAK

