

Sonny Cho International (SCI) is a boutique international business development and capital advisory firm that focuses on helping companies expand, raise capital, enter new markets, and build strategic partnerships between Canada, South Korea, the U.S. and Asia. The company also has leadership deeply involved in Canada–Korea trade through the **Canada Korea Business Council (CKBC)**, which Sonny Cho leads.

Canada and South Korea have recently strengthened cooperation in defence, energy, critical minerals, life science and technology, under the **Canada–Korea Comprehensive Strategic Partnership**, promoting industry collaboration, R&D, and joint innovation.

Target Sectors: Defence, Security, Energy, Robotics, Adv. Tech. & Mfg.

1. Market Expansion & Strategic Entry Support

- Market assessment and entry strategy.
- Direct Sales | Sales Channel Partners Search | Fractional Sales Officer
- Advise on regulatory compliance for exports, licensing, and technology transfer.
- Talent introductions and cross-cultural relations.
- Site selection and facility design-build.

2. Business Development & B2B/B2G Connections

- Facilitate high-level introductions to manufacturers, integrators, and government buyers.
- Private meetings with potential partners to explore co-development or supply chain integration.

3. Business Missions, Trade Shows & Government Engagement

- Coordinate participation in targeted missions and exhibitions.
- Prepare briefings and presentations for stakeholders.
- Assist in leveraging government programs to strengthen credibility and visibility.

4. Capital Raising & Strategic Investments

- Identify strategic investors or joint venture partners for technology co-development or production partnerships.
- Facilitate capital-raising campaign.
- Advisory on M&A opportunities in target markets that complement your product line or technology.

5. Strategic Partnerships & Joint Ventures

- Facilitate long-term partnerships for co-development of products or systems.
- Position your company as a preferred supplier for foreign firms seeking Canadian expertise or technology.

Fees: Monthly Retainer / Fixed / Retainer + Success

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