

Kompass: Your Guide to New Lands – Using B2B Solutions to Bridge the Gap

Our session will be about business-to-business information and how the solutions Kompass delivers have changed the game. Kompass is the leading provider of high quality B2B information, with a database of over 12 Million companies worldwide. We will show you how to turn that information into lead generation, as well as covering advertising to a global market in 24 languages, and socially selling your business to the planet! The world is your company's oyster, Kompass is the tool to open it.

Kompass North America

Kompass North America is a lot of things, but being the **world's leading B2B information provider** is at the top of the list. Kompass was started 70 years ago, and while its form may have changed a few times along the way, what has never changed is how much the global business community has relied on our quality information. With Kompass' wide array of solutions for your business, including our database of over 12 million B2B companies in 66 countries, unmatched SEO, resource identification, and social selling, we can make companies working great distances apart feel like neighbors.

If you're interested in your business having more global exposure, larger international appeal, and more worldwide opportunities at your fingertips, then come have a chat with us! We would be more than happy to tell you about all of the solutions in our arsenal that provide you with unrivaled international information.

Speakers:

Rufiya Blank, Vice President New Business Development

I have done International business for many years and never get tired of it. I travel not only across different countries, but also within different cultures. Every day I believe more and more not in cross-cultural differences, but in cross-cultural acceptance. Working for Kompass helps me to break down barriers to global business and making the world a smaller place for all of us to live and work.

At Kompass we help companies expand into foreign markets by providing the Global Database research tool EasyBusiness and advertising in 24 languages. I believe that our Global Research, Advertising and Social Selling platforms are the future of Global business.

Richard Branson said that "Every company has the potential to change the world, and will not survive if it doesn't". Every day I do my small part of the big dream of creating the perfect International world in which people of all genders, colors and cultures can prosper.

Sam DeFalco, Marketing Coordinator

Everything I do, I try to connect to culture, the arts, and human tradition. It's really quite fascinating the similarities people can have with one another, even if they are from two different ends of the globe. Bringing people together to gain a global outlook on anything is the way the world is moving, and Kompass is one of the many bridges people can use to make that journey. Being with Kompass has taught me so much about how the world works, and that business is non-binary. Business-to-business activities do not have to be held back by borders, language barriers, and distance anymore.

Rather than blurring the understanding of cultures, Kompass strengthens it by bringing people, economies and their business together to recognize each other and what they do better!