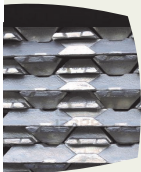




► PRICE RISK MANAGEMENT



► METAL SOURCING



► INVESTMENT PROJECTS

o [mstpierre@mspal.com](mailto:mstpierre@mspal.com)

o 450 689 9851

# Consulting *focus*

ADDRESSING THE NEEDS OF ANALYTICAL, ASTUTE AND COMPREHENSIVE MARKETING STRATEGIES.

*MSPal offers integrated marketing solutions for the aluminum industry focused on the need for more effective marketing. This emphasizes the prominent role of MSPal in developing profitable new markets while planting the seeds for sustained growth.*

## Integrated marketing solutions for the aluminium industry

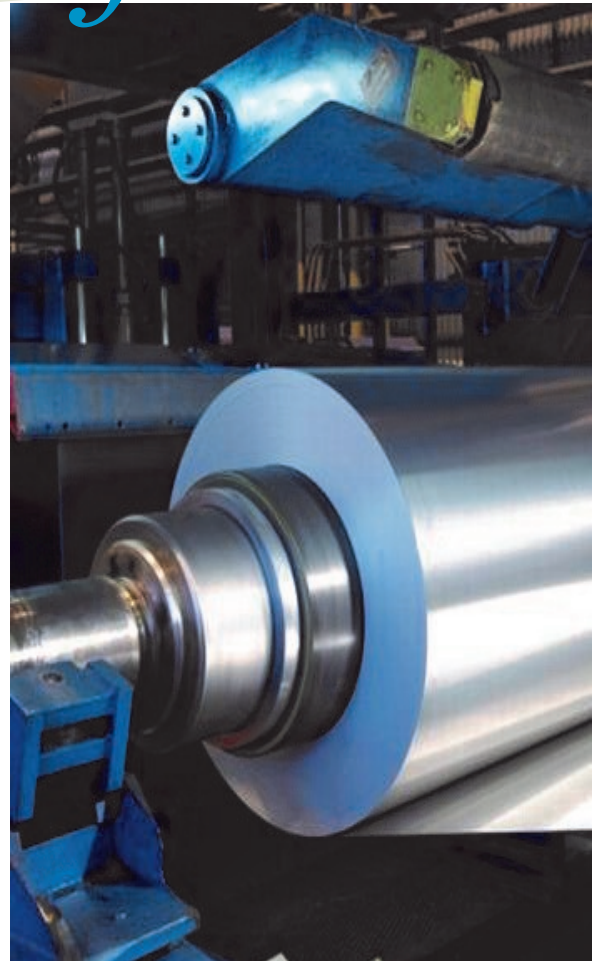
**With more than twenty five years of experience in international sales; Development of analytical, astute and comprehensive marketing strategies for Multi-product, Multi-plant Sales and Marketing organizations, MSPal has the proven ability to successfully analyze an organization's critical business requirements. MSPal brings solid financial and business strength to develop innovative and cost-efficient solutions for enhancing competitiveness and increasing revenues. Expertise**

**in negotiation of large dollar contracts with industrial companies around the world.**

**MSPal's business model is commission based which promotes direct vendor / customer relationships.**

**This makes MSPal's value-proposition a win-win for market participants looking to build preferred business relationships.**

**MSPal offers global reach through a network of business professionals which can also provide reliable and timely market intelligence.**



A g e n t   &   C o n s u l t a n t



# Getting the most from our global network

*Global reach is key to optimal market penetration and profitable growth in all phases of the business cycle.*

As a career sales executive whose role consists in developing and executing product focused sales plan, major deliverables include: Margin optimization, working capital and equipment capacity utilization. Superior performance is achieved through exceptional customer relationships. A high degree of customer retention brings continued growth. Harvesting new accounts on an ongoing basis is

part of a strategic business development process and price discovery needs. This helps producers withstand competitors through business cycles and meet new and unforeseen challenges to keep companies on a path of sustainable growth. With an eye to volatile world markets, implementing risk management programs to stabilize revenues, protect margins and remain price neutral is

**Superior performance and recurring margin increases is what MSPal customers have come to expect.**

MICHEL ST-PIERRE  
PRESIDENT—MSPAL INC.

imperative. Experience has demonstrated that disciplined execution leads to robust profit margins. This emphasizes the prominent role of MSPal in developing profitable new markets while avoiding adverse price movements. MSPal offers marketing solutions for the aluminum industry focused on the need for more effective programs. Ultimately, there is no substitute for market knowledge in a global market place.

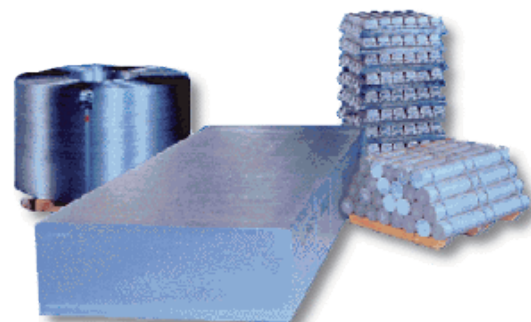
## Companies MSPal advised include:

*Bombardier Aerospace—Montréal  
Hatch—Montréal  
Groupe SGF—Montréal  
Marubeni America Corporation—New York  
Pechiney Rhenalu—France  
Intral—Princeville*



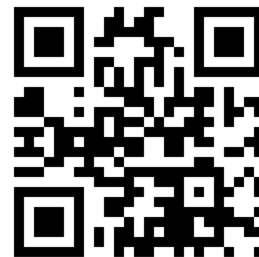
Agent & Consultant

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CANADA



Scan to visit our Website:

<http://www.mspal.com>



Since 1998 MSPal has represented as agent or sub-agent producers from many geographical and market segments:

