

TRADE
INVEST
GROW
TOGETHER



BTGTM
BUSINESS TRADE
GLOBAL

PEOPLE
PARTNERSHIPS
PROGRESS
WORLDWIDE

TRADE BEYOND BORDERS

COMPANY PROFILE

Connecting Entrepreneurs to the Global Marketplace

GLOBAL
OPPORTUNITIES
STRONGER
TOGETHER

A STRONGER
TOMORROW
TOGETHER

BUSINESS
BEYOND
BORDERS



GLOBAL
NETWORK



BUSINESS
OPPORTUNITIES



STRATEGIC
PARTNERSHIPS



SUSTAINABLE
GROWTH

Global Headquarters: Colombo, Sri Lanka

Sri Lanka • India • Japan • Malaysia • Cambodia • Maldives • USA • New Zealand

CONNECTING
MARKETS
CREATING
FUTURES

*Global
Opportunities
Real Impact*



BUSINESS TRADE GLOBAL (BTG GROUP)

CONNECTING ENTREPRENEURS
TO THE GLOBAL MARKETPLACE

TRADE
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PEOPLE
PARTNERSHIPS
PROGRESS
WORLDWIDE



About Us

Business Trade Global (BTG Group) is an international organization dedicated to helping entrepreneurs and enterprises overcome the complexities of cross-border commerce. The Group brings together a wide array of specialized services — including market research, regulatory compliance, financial facilitation, and logistics management — to streamline global operations for businesses of every size.

Led by Deshamanya Deshabandu Dr. H.E.M.N. Sardar Ali, BTG Group draws on strategic partnerships and technological innovation to foster sustainable business growth. Its mission centers on delivering tailored solutions that address the financial, legal, and cultural challenges businesses encounter in international markets.

Today, BTG Group maintains a significant global presence, with active operations spanning Asia, North America, and Oceania. Through its integrated network of services and partnerships, the Group works to build a more interconnected, transparent, and accessible environment for international trade.

GLOBAL
OPPORTUNITIES
STRONGER
TOGETHER

*"Bridging Markets
Creating Opportunities"*



Our Mission

To empower entrepreneurs and businesses to trade confidently across borders by providing tailored, end-to-end solutions that resolve the financial, legal, logistical, and cultural challenges of international commerce.



Our Vision

To build a more interconnected and accessible global marketplace, where businesses of all sizes — from individual entrepreneurs to established exporters — can access the tools, networks, and expertise needed to succeed internationally.



Global Presence

BTG Group's network is anchored in Colombo, Sri Lanka, which serves as its Global Headquarters. The Group maintains an active footprint with offices and trade channels across three major continents and eight target countries, enabling seamless cross-border commerce and partner matching.

Region	Countries / Locations
South Asia	Sri Lanka (Global HQ), India, Maldives
Southeast Asia	Malaysia, Cambodia
East Asia	Japan
North America	United States of America
Oceania	New Zealand

This footprint allows BTG Group to help agricultural, industrial, and service-sector businesses alike strategically position, monitor, and move goods and capital to meet the varying demands of each region, while its dedicated physical offices across Asia, the USA, and New Zealand support localized logistics and customs compliance.



GLOBAL
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CONNECTING MARKETS • CREATING FUTURES



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Core Services

TRADE | INVEST | GROW | TOGETHER

01

SMOOTH
BORDERS
STRONGER
BUSINESS



1. Trade Facilitation

A comprehensive suite of services designed to streamline the complexities of international trade, focused on three primary areas:

- **Customs Clearance:** Helping businesses navigate and clear import and export borders efficiently.
- **Logistics Coordination:** Organizing and managing the physical distribution and transport of products globally.
- **Regulatory Compliance Assistance:** Helping businesses adhere to the various rules and standards of international commerce.

02

DATA
INSIGHTS
GLOBAL
GROWTH



2. Market Research & Analysis

Key intelligence to support businesses entering new markets, delivered across three main areas:

- **Global Market Trends:** Insights into shifts and patterns in the international marketplace.
- **Consumer Behavior:** Analysis of target demographics and purchasing habits in specific regions.
- **Competitive Landscapes:** Mapping existing competitors to help businesses position themselves effectively.

03

A GLOBAL
MARKETPLACE
REAL
OPPORTUNITIES



3. The Global Marketplace

BTG Group's dedicated online platform designed to facilitate international trade. The platform enables businesses to:

- **List their products** and services specifically for international commerce.
- **Connect buyers and sellers** worldwide, serving as a digital bridge that helps companies of all sizes expand and trade across borders.

Once buyers and sellers connect on the Marketplace, BTG Group supports them through the rest of the transaction with its integrated services — including trade facilitation, financial services, and customer support at every stage of the process.

04

SECURE
FINANCE
BRIGHTER
OPPORTUNITIES



4. Financial Services

BTG Group helps secure international transactions and mitigate the risks inherent in cross-border commerce through three essential areas:

- **International Payment Facilitation:** Ensuring smoother and more secure cross-border payment processes.
- **Currency Exchange Risk Management:** Helping businesses manage and hedge against fluctuating foreign exchange rates.
- **Trade Financing Options:** Providing specialized instruments such as Letters of Credit and Export Credit Insurance to secure and back international trade agreements.



GLOBAL
NETWORK



BUSINESS
OPPORTUNITIES



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GLOBAL
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STRONGER
TOGETHER

5 Legal & Regulatory Guidance

Navigate Global Trade with Confidence

A crucial anchor for businesses managing the complexities of international trade law, providing expert legal advice and assistance to help businesses navigate:

RIGHT
GUIDANCE
BIGGER
OPPORTUNITIES



Trade Agreements

Understanding and utilizing bilateral or multilateral international agreements to a business's advantage.



Tariffs

Managing and calculating customs duties, taxes, and tariff structures across different jurisdictions.



Import/Export Restrictions

Identifying and complying with country-level prohibitions, licensing requirements, and compliance barriers.

This guidance works hand-in-hand with BTG Group's Trade Facilitation offerings, ensuring cross-border transactions flow smoothly and securely.



6 Supply Chain Management

Stronger Supply Chains for a Connected World

Optimized global supply chain solutions built on three core pillars:



Sourcing Strategies

Forging strategic partnerships and optimizing how businesses source goods and materials.



Supplier Relationship Management

Building trusted, reliable relationships with suppliers, producers, and collectives worldwide.



Inventory Management

Balancing supply and demand across borders to meet varying regional and seasonal requirements.

This service integrates closely with Trade Facilitation, ensuring that logistics coordination, customs clearance, and regulatory compliance work together so that shipments meet strict import and export requirements before crossing borders.

SOURCE
COORDINATE
DELIVER
GROW



7 Language & Cultural Support

Bridging People. Building Partnerships.

Bridging communication gaps between international partners through:



Translation Services

Accurate and professional translation for business documents, contracts, and communications.



Cross-Cultural Communication Tools

Practical tools and resources to improve understanding and collaboration.



Cultural Sensitivity Training

Training programs to help teams navigate cultural differences and build stronger, long-lasting relationships.

DIFFERENT
CULTURES
STRONGER
PARTNERSHIPS



PEOPLE CONNECT MARKETS



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OPPORTUNITIES



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SUSTAINABLE
GROWTH

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TOMORROW
TOGETHER

BUSINESS TRADE GLOBAL (BTG GROUP)

CONNECTING ENTREPRENEURS
TO THE GLOBAL MARKETPLACE

SUSTAINABLE
AGRICULTURE
STRONGER
TOMORROWS

FROM **FARMS**
TO A **BRIGHTER WORLD**

PEOPLE • PRODUCE • PARTNERSHIPS • PROSPERITY

Pioneering Global Agri-Trade

Building upon its founder's deep-rooted leadership in the International Chamber of Agricultural Plantation Industry & Farmer Producer Organization (FPO), BTG Group is actively committed to empowering the agricultural sector.



Connecting Producers to Global Buyers

Through its Global Marketplace, BTG Group provides a specialized digital bridge connecting agricultural producers, plantation owners, and farmer cooperatives directly with international buyers — bypassing traditional middlemen.



End-to-End Trade Support

The Group adapts its Trade Facilitation and Supply Chain Management solutions to the highly sensitive requirements of agricultural logistics, helping fresh produce, plantation crops, and raw commodities clear customs smoothly and comply with complex import/export restrictions.



Financial Security for Agri-Trade

For agricultural trade in particular — which often involves perishable goods, large bulk orders, and complex transport timelines — BTG Group's Financial Services, including Letters of Credit and Export Credit Insurance, help protect farmers and exporters against transit delays, regulatory holdups, or buyer defaults.



Building Opportunities Together

BTG Group's Networking Opportunities, including curated events, forums, and webinars, are organized in coordination with the FPO to facilitate direct trade talks and foreign investment into the plantation sector.



GLOBAL
MARKETS
GREATER
OPPORTUNITIES

*"Empowering
Farmers
Connecting Markets
Creating Prosperity"*



STRONGER
FARMER COMMUNITIES



ACCESS TO
GLOBAL MARKETS



SUSTAINABLE
SUPPLY CHAINS



LONG-TERM
PARTNERSHIPS



AGRICULTURE
CONNECTS
THE WORLD

PEOPLE • NATURE • MARKETS • A BRIGHTER TOMORROW

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TRADE
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TOGETHER

Leadership

Deshamanya Deshabandu Dr. H.E.M.N. Sardar Ali

Founder & Chairman, Business Trade Global (BTG Group)

*“Global Partnerships for a Prosperous
and Sustainable Future”*

VISION
LEADERSHIP
IMPACT
A BRIGHTER
TOMORROW

*Leadership
for a
Connected World*



Academic & Professional Background

Dr. Sardar Ali holds an extensive academic profile, including an MBA, a Ph.D., a D.Litt. in Human Resources from the USA, and an Honorary Ph.D. in International Relations. He has held key leadership positions throughout his career, including serving as the Former Director of the Tourist Board (Western Province, Sri Lanka).



Global Influence & Leadership Roles

- **Diplomatic & Peace Advocacy:** Peace Ambassador and Ambassador for the United Refugee Green Council (UN-EU); Global Director of the Human Rights Organization Lanka.
- **Advisory & Board Roles:** Board of Advisor member for the BRICS ASEAN Chamber of Commerce; Chairman of the AARC Global Trust; Vice President of Shield International Group and ATRIBS Software System.



Founder of

- Ramayana Yathra Tourism
- Global Tourism Council
- International Chamber of Agricultural Plantation Industry & Farmer Producer Organization
- International Chamber of Medical Wellness & Spiritual Tourism Industry
- International Wheelchair Differently Abled Para Sports & Cricket Council



Directorships & Consulting

- Director for CMA Consulting Inc
- Online Overseas Education Consultancy
- Federation of Film Media & Culture Entertainment
- Business Development Consultant for Bally's Entertainment
- Co-operate Consultant for Vayulo Green Energy
- Country Head for Lincoln Global Law Chambers in Sri Lanka
- Director for Electroflex
- Director for The Red Rock
- Director for Euroasia afro chamber of commerce
- Director for Indo Sri Lanka Cultural Forum
- President for Asia International Achievers Foundation
- Chief Executive Officer for Agriculture Project and event management PVT LTD
- Vice President for Institute of International Diplomacy
- Chairman for Mark Green Investment PVT LTD



Memberships

- Life Membership in the International Film & Television Club
- Patron of the Indo Sri Lanka Film & Cultural Forum
- Member of the Institute of Ocean Resources Analysis Sri Lanka
- Global Member for Human Rights organization Sri Lanka
- Global Director and Governor for International Voice for Human rights Organization.

*“Empowering Agriculture.
Connecting Markets.
Creating Opportunities.”*



SUSTAINABLE
GROWTH



GLOBAL
PARTNERSHIPS



AGRICULTURE
FOR A BRIGHTER FUTURE



STRONGER
COMMUNITIES

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MARKETS
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TRADE
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Why Partner With BTG Group

More Than Business. A Global Partner for Growth.

PEOPLE
MARKETS
OPPORTUNITIES
TOMORROW

01



An Integrated, End-to-End Suite of Services

A complete range of trade facilitation, financial, legal, and logistics services — all under one roof.



02



Global Presence Across Key Markets

An active presence spanning eight countries across Asia, North America, and Oceania.



Sri Lanka • India • Japan • Malaysia
Cambodia • Maldives • USA • New Zealand

03



A Digital Global Marketplace

Connecting buyers and sellers worldwide through our innovative digital platform.



04



Leadership with Global Networks

Backed by deep diplomatic, humanitarian, and commercial networks across multiple sectors.



05



A Focus on Emerging Sectors

A dedicated focus on emerging sectors, including agriculture and agri-trade.



SUSTAINABLE
AGRICULTURE
STRONGER
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GLOBAL
NETWORK



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