

Mr. Louie Balbuena

Head of Business Development – Corporate Trade House (*a subsidiary company of The Corporate Group*)

BIO



Louie is an International Business Professional with more than 12 years of experience in strategic management, leadership, distribution and seeking out new business opportunities for organisation in the field of FMCG industries. He has worked with top FMCG conglomerates in the region to develop new markets and manage customer relations, to increase the business visibility and reputation.

His current role as Head of Business Development includes developing growth plans, routes-to-market and market entry strategies to increase existing business and capture new opportunities in the Middle East, Levant and North Africa regions.

Louie has supported overseas manufacturers, brand owners and start-ups with through leadership and trading consultancy, including product registration, route-to market, and guidance on effective UAE distribution channel selection to increase their company footprints.