

PCP Int'l expands sales presence globally

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PCP International Marketing, a Cyprus-based company, is investing more than €1m to expand a sales presence into Asia, Europe, Middle East and Latin America, as it seeks to reach institutional and retail investors with products offered by PCP-related entities.

The company, which was formed in 1996 by Kevin Mudd, said sales in each region will be headed by a regional director, who will be a full shareholder in a joint business with, and financed by, PCP.

“The objective is for each regional partner to build his own distribution business, through his own efforts and by recruiting his own team,” said Mudd, who is also a principal of KMG Capital Markets Luxembourg, a Luxembourg-based funds company he founded in 2007.

He said the company was aiming for annual sales in each region of \$60m within three years, for a company-wide turnover of \$240m to \$300m.

Among the products PCP will handle will be life insurance company wraps, funds from KMG Capital, structured products, fund creation services and white labelled products of smaller companies interested in wider distribution.

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