

Schulz Trade Consulting LLC

An international trade consulting group promoting international trade relations between the EU and US



BIOGRAPHY

Valerie Chouquet
International Trade Consultant

Valérie Chouquet is a global sourcing expert and international trade consultant specializing in premium and specialty gourmet food products. She advises food brands on international expansion strategies, with a strong focus on market entry between the United States and Europe.

Career Highlights

With over 15 years of international experience, Valérie brings a multidisciplinary background combining luxury hospitality, gourmet food distribution, and global business development. She holds an MBA in Luxury Hospitality Management as well as two Master's degrees, equipping her with a rare blend of strategic, operational, and regulatory expertise tailored to high-end markets.

Valérie supports brands across the full internationalization process, from market feasibility studies and strategic positioning to import/export operations, distributor sourcing, trade show execution, and product demonstrations. Her work spans the U.S., Europe, and the Middle East, where she is known for building strong cross-cultural partnerships and delivering scalable go-to-market strategies.

Recent projects include the successful launch and first commercial sales of collagen matcha products in Saudi Arabia, the full operational launch of French frozen pastry business development in the United States — including logistics, warehousing, and distribution channel implementation — and the introduction of premium hot sauces and Texas-style BBQ sauces into European markets through structured trade show strategy and distribution network development.

Her early career in five-star luxury hospitality shaped a distinctive, white-glove approach to relationship management and brand representation. Today, Valérie is recognized for her ability to bridge premium brand values with the operational realities of international trade.

Credentials

Education

- MBA, Luxury Hospitality Management (2014)
- Master's, Business Law, International Business, Trade, and Tax Law, IAE Paris-Est (2003)
- International Trade Professional Certificate, Baruch College (2011)

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Full Scope of Expertise - Agriculinary Trade

Global Market Entry. Operational Precision.

Commercial Execution.

Market Study & Feasibility Analysis Strategic International Positioning

- Market entry feasibility assessments (U.S., Europe, Middle East)
- Competitive landscape analysis
- Regulatory and compliance evaluation
- Pricing strategy & positioning review
- Product-market fit validation
- Risk assessment and operational planning
- Go-to-market roadmap development

Distribution Channels & Direct-to-Market Integration Route-to-Market Structuring

- Distributor sourcing & vetting
- Negotiation support & partnership structuring
- Sales channel mapping
- Direct-to-market setup (when brand retains control)
- Warehouse selection for direct distribution
- 3PL / 4PL coordination
- Retail & foodservice channel development
- B2B network activation

Logistics & Import/Export Operations End-to-End Supply Chain Management

- Import/export documentation
- FDA, USDA, EU regulatory guidance
- Cold-chain and temperature-controlled logistics
- Freight forwarder and carrier coordination
- Warehouse sourcing & onboarding
- Cross-border logistics management
- Non-Resident Importer (NRI) setup (Canada)
- Cost optimization & operational efficiency

Trade Show Strategy & Execution Full-Service International Exhibition Management

- Trade show selection strategy
- Booth negotiation & contract management
- Stand design coordination
- Sample logistics & documentation
- Setup supervision
- On-site brand representation
- Buyer engagement & networking
- Lead qualification & follow-up structure
- Post-show commercial activation

Sales Activation & Promotion Support Commercial Growth & Brand Visibility

- Sales support strategy
- Buyer meetings & negotiation assistance
- Sales material alignment for new markets
- Lead follow-up strategy
- Customer relationship management support
- Complaint handling & client service structure

MY APPROACH

AgriculinaryTrade operates at the intersection of luxury hospitality standards and international trade execution.

We do not simply advise — we implement, coordinate, and represent.

Every project is approached with precision, discretion, and a commitment to long-term brand positioning.