

Front Cover

LR Group
Continuing to Explore the World

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“Much have I seen and known, - cities of men
And manners, climates, councils and governments...”

Commitment and Creative Enterprise

When Magellan set off in his round-the-world exploration, he could never have imagined that he would lead the way to a brand new world of open trade. Languages, distance, cultures - these are no longer barriers in our world. The only boundaries to trade are within our own creative limits.

Specializing in international trade management since 1985, the LR Group functions in a world without borders – combining creative solutions with pragmatic implementation. The LR Group optimizes the resources of the globe by enabling the timely exchange of knowledge, goods and ideas, while enhancing cooperation among nations.

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“I am a part of all that I have met...”

Investment & Finance

The LR Group consists of a network of companies each focused on a specific area of expertise. In regions such as Eastern Europe, South America and Africa, the LR Group works with the best each country has to offer, conducting trade transactions that ultimately finance key projects.

Based on the concept of counter-trade, strong financing capabilities are integral to the LR Group. The company offers credit lines and arranges pre-finance activities for its clients. Guaranteeing the purchase and export of the client’s goods and services, the LR Group ensures that a country can barter its products in exchange for the goods, know-how and expertise it needs.

To accurately sense the opportunities and challenges within a given region, the LR Group conducts operations locally through branch offices and partnerships. A strong local presence gives the Group the quick momentum and realistic approach required in these intricate financial transactions.

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Global Synergy

At the core of LR is a tightly woven network of people working together – talented in overcoming barriers and committed to achieving their goals through efficiently executed operations.

Diverse personalities, cultures and expertise complement each other to create a powerful cooperation channel throughout the world. Each has a role, each is responsible for a specific part – the resulting synergy equals the LR Group's success.

LR visionaries identify opportunities and conceptualize new business growth, expanding the Group's areas of operations. Initiators with entrepreneurial spirit assess feasibility and lay the groundwork for new businesses. Projects are then executed by selected experts in specific fields.

Facilitating the execution of decisions, local partners give LR a keen understanding of the environment, and help keep risk to a minimum at all times. Working closely with clients within their own countries, the local partners enable the LR Group to transcend cultural differences and geographical distances.

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“...strong in will
To strive, to seek, to find, and not to yield.”

Project Management

Managing projects within and between countries requires a special combination of patience and perseverance gained through experience.

A new LR business begins by assessing the needs of the client and the feasibility of a project. In order to provide a turn-key project, issues such as financing, technical requirements, implementation, procedures and scheduling are evaluated from the initial stages. Customer relationships are long-standing, and as the needs of a country develop, it is not uncommon for successful projects to render additional services.

The advanced technology and expertise applied in projects worldwide often comes from leading Israeli industry including areas such as computerized systems, aviation, security, education, telecommunications and agriculture.

The extensive knowledge, experience and infrastructures comprising the LR Group have resulted from the ownership and management of its diverse businesses. Drawing upon these rich resources time and again ensures the successful execution of new projects. Utilizing the established infrastructure of one company often enables the immediate implementation of a new project needed in the same region.

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“Some work of noble note, may yet be done.” - Alfred Lord Tennyson, *Ulysses*

Envisioning the Future

Despite national borders, the world is becoming one central marketplace. The LR Group is ready to seize the growing opportunities presented by this change. With the vision and initiative to convert a customer need into a new business with endless possibilities, the LR Group is committed to nurturing enterprises that improve the quality of life across nations.