



**GREG MARISCAL
DIRECTOR OF INTERNATIONAL STUDIES
HIRSH PIPE & SUPPLY**

Biography

Greg Mariscal is the director of international sales for Hirsch Pipe & Supply Co. headquartered in Van Nuys. The company is a full service distributor for U.S. plumbing, heating, and industrial supplies and his international sales division sells product throughout the world. Mariscals' customer base includes distributors, trading companies, building contractors, real estate developers, and architectural/engineering firms.

Mariscal established his international sales division in 1991 by focusing on the rapidly growing East Asian economies. After initial success in East Asia, he expanded his business into most major markets in the Middle East region and into several countries in Europe and Africa based on market potential for his company's products. Mariscal has increased his overseas business by utilizing various trade organizations and governmental agencies. He has travelled extensively throughout the East Asian and Middle Eastern regions to develop business relationships and form partnerships with a wide variety of distributors and end-users. He established a China sales division in 1996 and currently has a small sales office in Xiamen to provide better market and sales intelligence for prospective business in China. Mariscal is currently active in several international trade associations in Los Angeles.

Areas of Expertise

Global Business Skills

- Prospecting for sales in foreign markets
- Establishing distribution channels overseas
- Developing partnerships with foreign customers
- Negotiation strategies for U.S. exporters

Contact Information

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