

Jonas Spahn is a Switzerland-based consultant specialising in **market positioning, digital marketing, and export promotion**, with a strong focus on the food and agri-business sector. He has been working for over a decade with SMEs, business support organisations, and international programmes to strengthen competitiveness and access to international markets.

His work combines **hands-on digital marketing expertise (including LinkedIn strategy and AI-supported content creation)** with a deep understanding of **value chains, buyer expectations, and international trade dynamics**. Jonas regularly supports companies and institutions in developing **clear market positioning, effective communication strategies, and scalable service offers**.

He has extensive experience in **Train-the-Trainer programmes and capacity development**, particularly in emerging markets, helping consultants and organisations translate technical skills into **practical, income-generating services**.

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