

## INTERNATIONAL BUSINESS RELATIONS ( HOW TO DO BUSINESS WORLDWIDE)

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*Number of sessions: 22*

*Length of each session: 2 h*

*Total length of the module: 45 hours*

It is estimated that international executives use 50% of their time negotiating with customers, suppliers, partners, distributors or subsidiaries of companies abroad. Taking into account the big cultural differences between countries, we'll be able to justify the importance of international negotiations.

### **Objective.**

This course has a clear goal: to offer needful information about how to negotiate with 20 countries ( 20 of the most dynamic countries in international trade). This course contains information of every analysed country about the following items:

- “Basic data”, including country population, Gros National Product, state structure, currency, official language/s, business language/s, religion, main cities, etc..
- Business Environment including geo-strategic and geopolitic framework, economic situation, main sectors of activity and import-export, business oportunities, barriers to on domestic companies, etc..
- Negotiation strategies, including market entry tactics, explanation of projects, negotiation margins, bargain culture, contract procedures and regulations, etc..
- Protocol rules which includes formal and non-formal salutations, presentations, anmes, titles, academic and professional degrees, social “taboos”, behaviour in different circumstances, non verbal communication, gifts policies, etc..
- Related websites. Government departments, international trade departments, foreign direct investment, traveling resources, chambers of commerce, statistics analysis, press, tradeshows, etc..
- Practical information: time differences, phone country codes, internet codes, average temperatures, conversion tables, etc..

### **COURSE OUTLINE:** ( Each section to be developed in one session)

Every section will have the objective to analyse each country from an international management perspective. This analysis will include the following items:

1. Germany
  - 1.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 1.2. Why Germany? Because German people don't like negotiators without full knowledge. Germany is the most powerful economy in the EU and a leading nation in technology.
2. Argentina
  - 2.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 2.2. Why Argentina? This country has a lot of business possibilities after its economic bankruptcy suffered last years. It is highly attractive for investors and exporters to the latin american region.
3. Brazil
  - 3.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 3.2. No doubt, Brazil offers a big market for local producers but still a lot of cultural knowledge about the country is needed.
4. China.
  - 4.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 4.2. The most important and dynamic worldwide business economy. China will be the key country in 5-10 years time. Nowadays it clearly dominates several worldwide markets , for example: textile.
5. South Korea
  - 5.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 5.2. Why South Korea? Seoul ( capital) looks like a western city but we should not forget that this country still has its own culture, asian values and style. Never confuse this peculiar culture with the one in China or Japan ( the two giants of Asia)
6. Egypt.
  - 6.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 6.2. Why Egypt? To be able to pass burocracy ( government seals, inspections, rules, barriers, etc..) is a difficult task... sometimes can be like trying to find the "Faraon Hidden Camera" in the three famous pyramids of Keops, Kefren and Micerino...
7. Spain.
  - 7.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 7.2. Why Spain? The sense of honor and proud are very typical spanish senses. It is important for US citizens do not offend people. One a spanish person has adopted a position is very difficult to change his/her opinion. Only good negotiators will be able to close deals with spanish people.
8. India.
  - 8.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
  - 8.2. Why India ? When you meet some Indian ( from India) businessman don't think about the image of a short term negotiator in the street... (most of these ones are from Pakistan...) probably, you'll find someone who has british manners heritage, speaks with Oxford acent and plays good tennis or golf.

9. Israel.

- 9.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 9.2. Why Israel? Because jew people are the best worldwide negotiators and the best informed. Don't ever try to give them fake information.. they will notice about your unfair intention.

10. Italy

- 10.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 10.2. Why Italy ? Italy is the most important country in image, design, style and fashion. Most italians are loyals to their blood family. On the contrary, in politics or business, loyalty is not considered a valuable asset.

11. Japan.

- 11.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 11.2. Why Japan? In Japan cold contact doesn't work at all. To get to japanese firms you'll need to use the services of a very well connected professional, maybe you'll have to use the services of a public administration. Japanese firms don't like changes..

12. Mexico

- 12.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 12.2. Why Mexico? In Mexico the way of doing business is slow ( opposite to the US style). You must be in the long run and *trust* is the basis of any business. The concepts of time and urgency are relative. People in mexican firms tend to "procrastinate".

13. Poland

- 13.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 13.2. Why Poland? One of the most prominent economies in the EU.

14. United Kingdom.

- 14.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 14.2. Why UK? UK has been leading the world during the last centuries. The British Empire still has deep influences worldwide. Remember , UK is made by different areas: England, Scotland, Wales and Northern Ireland.

15. Rusia

- 15.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 15.2. Why Rusia? The world of business in Rusia is dominated by a new social class known like "novye russkie" ( new russians).

16. Sweden

- 16.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 16.2. Why Sweden? The welfare state symbol. Conservative, formal and reserved people. Humor and passion never should be considered doing business in Sweden.

17. Taiwan

- 17.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 17.2. Why Taiwan ? Computing components, industry spare parts are made in Taiwan. It is an example of exporting success.

18. Turkey

- 18.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 18.2. Why Turkey ? 90% of its territory is in Asia but Turkey is a western country. Its NATO membership from 1952 and its candidacy to the EU support this.

19. Uruguay

- 19.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 19.2. Why Uruguay? In Uruguay the Spanish heritage and style is still alive, and its geostrategic situation makes the country highl attractive for business.

20. Venezuela

- 20.1. Basic data about the country, critical aspects, business environment, negotiation strategies, protocol rules and internet resources.
- 20.2. Why Venezuela? This is the Latin American country ( with Panama's exception) which has most influence from the USA. Instead of soccer , beisbol is the national sport. If you have experience in the US market is important to let them know.