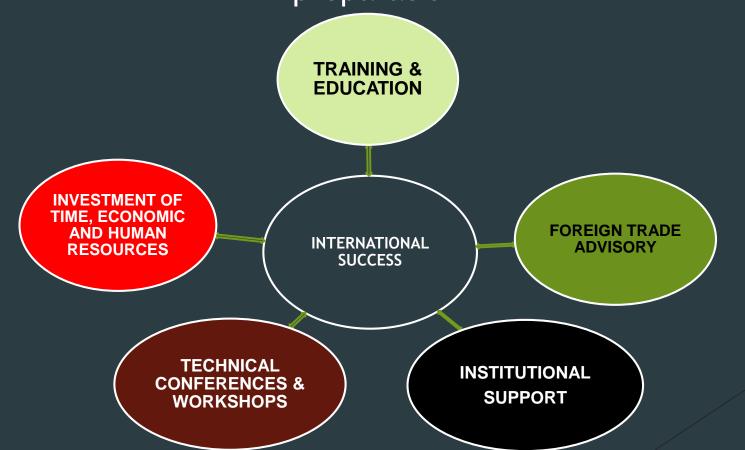
"Conducting Business Effectively Across Borders"

2015 Global Summit of Women May 15, 2015 São Paulo, Brazil

expanding an enterprise to other markets

"The success of internationalization is based on adequate preparation"



Important notions before leaving abroad



It's my company consolidated at its own market?



What is the adequate market to start exporting?



Where and how to start?

EXPORT INITIATING searching trade support institutions in your country / region

Diagnostic programs

Identify and assess export potential

Define product and market strategies

Identify foreign markets and strategy access

Previous stages

Diagnosis of your current situation, aimed at internationalization (or not)

Analysis and selection of appropriate countries for your products and services

Specific distribution channels for access to selected markets

Internationalization Plan for the start of your international activity

Previous results

Diagnosis Export Potential

Selection of Priority Markets for export

Entering the Target Market/s

Diagnostic programs: Identify and Assess Export Potential. Define product and market strategies. Identify foreign markets and strategy access

Technical advice



- Resolution specialist advice and technical aspects of Foreign Trade
- Conferences and Technical workshops on key issues of foreign trade
- "In Company" International Commerce (tailored custom service)
- Documentary procedures for export
- Strategic management of foreign clients (economical and financial Reports, evaluation of solvency)
- Foreign Trade Directories (Trade Publications on Incoterms, Import & Export guides, International taxation...)
- On line guides (how to export, invest in "country", business trips, international fairs, calculation of export price...
- Virtual Marketplace (international demand and supply)

Support for internationalization: Adequate Programs



- to encourage internationalization from entrepreneurship
- for unexperienced companies in internationalization to assess its export potential
- on international logistics optimization in costs that affect the company's supply chain
- on increasing competitiveness and improving export opportunities for international communication strategy
- on business in tenders at multilateral levels (UN, World Bank, IDB...)
- on Foreign business cooperation through an "Export Group" or a "Consortium"
- on international funding for investment and access to international credit lines

Diagnosis Export Potential

INTERNATIONAL PROMOTION TOOLS

Exporting abroad



Establishing abroad

International
Support through
business centers
and/or
technicians
worldwide
markets

Business and cooperation meetings for small and medium enterprises abroad

Trade grouped commercial missions (sectoral or plurisectoral)

- 8

International fairs at third markets to test the potencial of company's product/service, analyze competitors, study new trends and get new contacts in a short time

Selection of Priority Markets for export Market research (I)

Sector & Market

- Demarcate sector/s
- Tariff heading

Supply

- Market size
- Local production (competition)
- Imports

Demand

- Consumption
- Sales
- Consumer profile

Selection of Priority Markets for export Market research (II)

Marketing

& Trade

factors



Foreign Trade

- Imports & Origin
- Exports & Origin
- Trade with own country
 - Distribution channels
 - Estrategy to entering the Market
 - Market prices
 - Marketing promotion

Legal, tariff and non-tariff factors

- Legal and Label regulations
- Tariff and nontariff barriers
- Other taxes

Selection of Priority Markets for export Keeps an eye!

Companies operating (national and Multinationals)

Macro-economic stability, currency stability, investment grade

Your country
perception (comercial
and political
enviroment), use of
your country "mark"



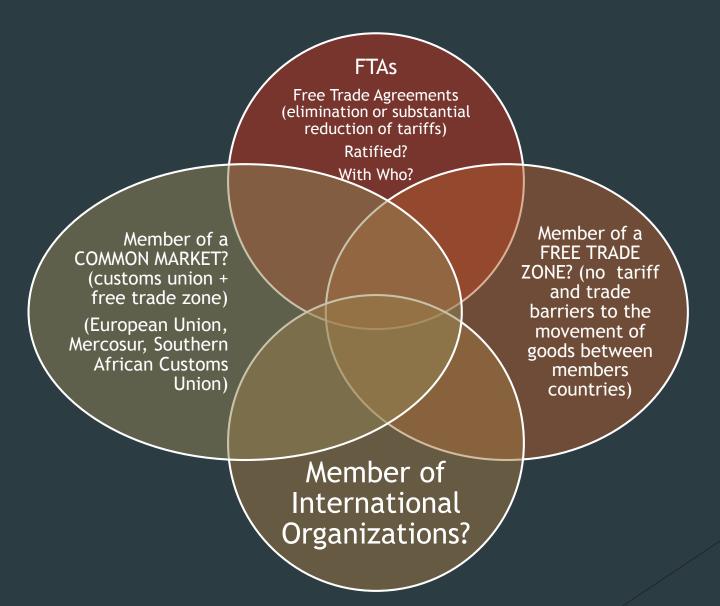


Internal political and economic situation



Population (size, real purchasing power, growth rate, population bônus, emerging middle class)

Entering the Target Market/s



Preparing to sell to the Target Market Client







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Preparing export documentation

- •Certificates of Origin and legalization for export
- •ATA and CPD carnets (customs documents that allow the export and temporary admission of goods)
- •Official Free Sale Certificates (crediting the commercial activity of the company)
- •Related document to document processing (consular, visa, translating, international tenders, VAT refund processing...)
- •Approving exporting number at national customs (competiviness with preferential trade agreements countries)
- •Food and Drug third country's registration, and others compulsory national registrations...

Logistics at the Target Market Client

- •INCOTERMS (sales mode)
- •Transport mode: by Air, Sea and Land Transportation
- •Special shipments (perishable goods e.g)
- •Timing delivery schedule
- Affects final client price



- Procedures
- Good releasing times
- Prices (forwarders, handling, transport at port...)
- •Storage (delay costs)
- •Informal practices "gratification"



Delivery to client

Internal Logistics

Customs



- Packaging
- Labelling
- Internal inventory control

- Transport mode (road, train, riverboat)
- Affect to delivery schedule
- Affect to domestic price
- Security (robbery, "extra" insurance)

"Subjective" Factors: attention!



Understanding cultural factors:
 Language interpretation,
Physical-linguistic approach, timing negotiations...

Patriotism:
recommend
previous to the
meeting:
company,
sector, country,
tradition
knowledge

Attitude in the negotiations:
 humility,
 flexibility,
 local
knowledge are welcome

Invisible factors:
protectionism,
intangible
barriers,
slowness of
institutions,
bureaucracy,
corruption

Believing that the matrix contract is valid in the subsidiary

Meet with the company decision-making. Follow-up (in person on a regular and smooth communication (phone, email, linked in ...)

"Objetive" Factors: attention!

Lack and cost of skilled labor force. Inefficiency. Mandatory degree of specialization of local labor. Processing visa for staff

Import of productservice taxes: still competitive?



Mandatory to invest in specialist tax lawyers and accountants

Lack of customer risks and/or analysis of costs and reducing profit margins at sales

Unpaid taxes: problems in local operations

Leaving the business in the hands of local partner without accompanying closer

Pressuring local workers based on HD expectations

Competition: Lack on analysis of local and established foreign companies in Brazil

Path to success: Support for internationalization, the company is never alone!



• International Level (ITC)

- National Level (TPO's, like Apex Brazil)
- Chambers of Commerce (São Paulo Chamber of Commerce)
- Sectorial associations (ABIC, BSCA for coffee)
- Support Service for Micro and Small Enterprises (SEBRAE for Brazil)
- Industry/Services Federations (FIESP, FECOMERCIO...)
- Consultancy companies



Exports specialist Departmen programs "in company" training (ICEX for Spain)

- Outsourced export department (consultants, free lancers, especialized companies)
- In company export department manager (cost-effective)



- ITC E-learning Trade
- The United Nations Institute for Training and Research (UNITAR)
- Centre of Studies for Economy and Trade (CECO for Spain: linked to ICEX, Institute of Foreign Trade)
- **Business Training** Institute of Chambers of Commerce (IFE-Mmadrid Chamber of Commerce)
- Specialized courses (University, Business Schools'

Institutions Support Trade

Thank you! Obrigada!

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