

# *“Conducting Business Effectively Across Borders”*

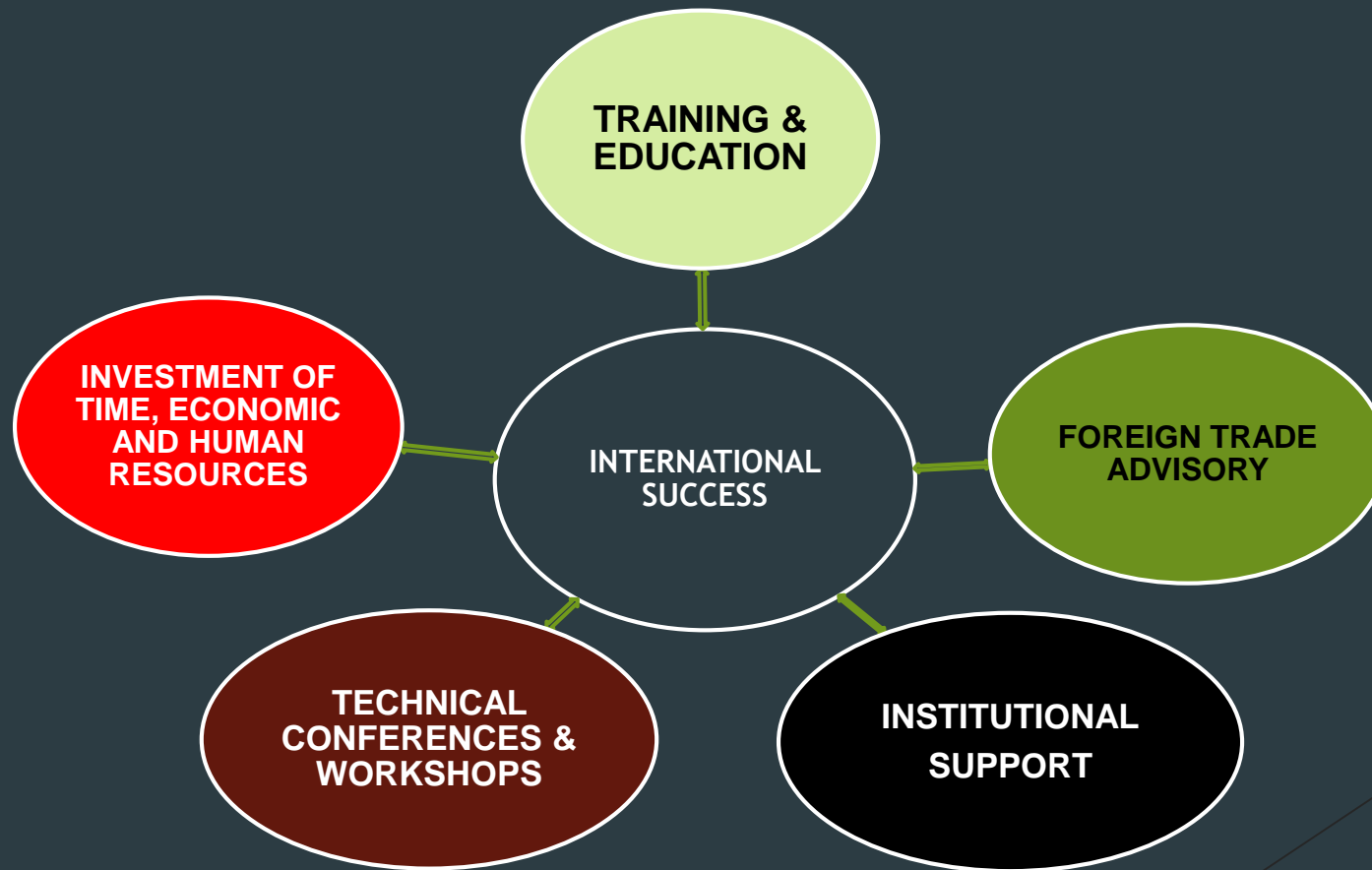
*2015 Global Summit of Women*

*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

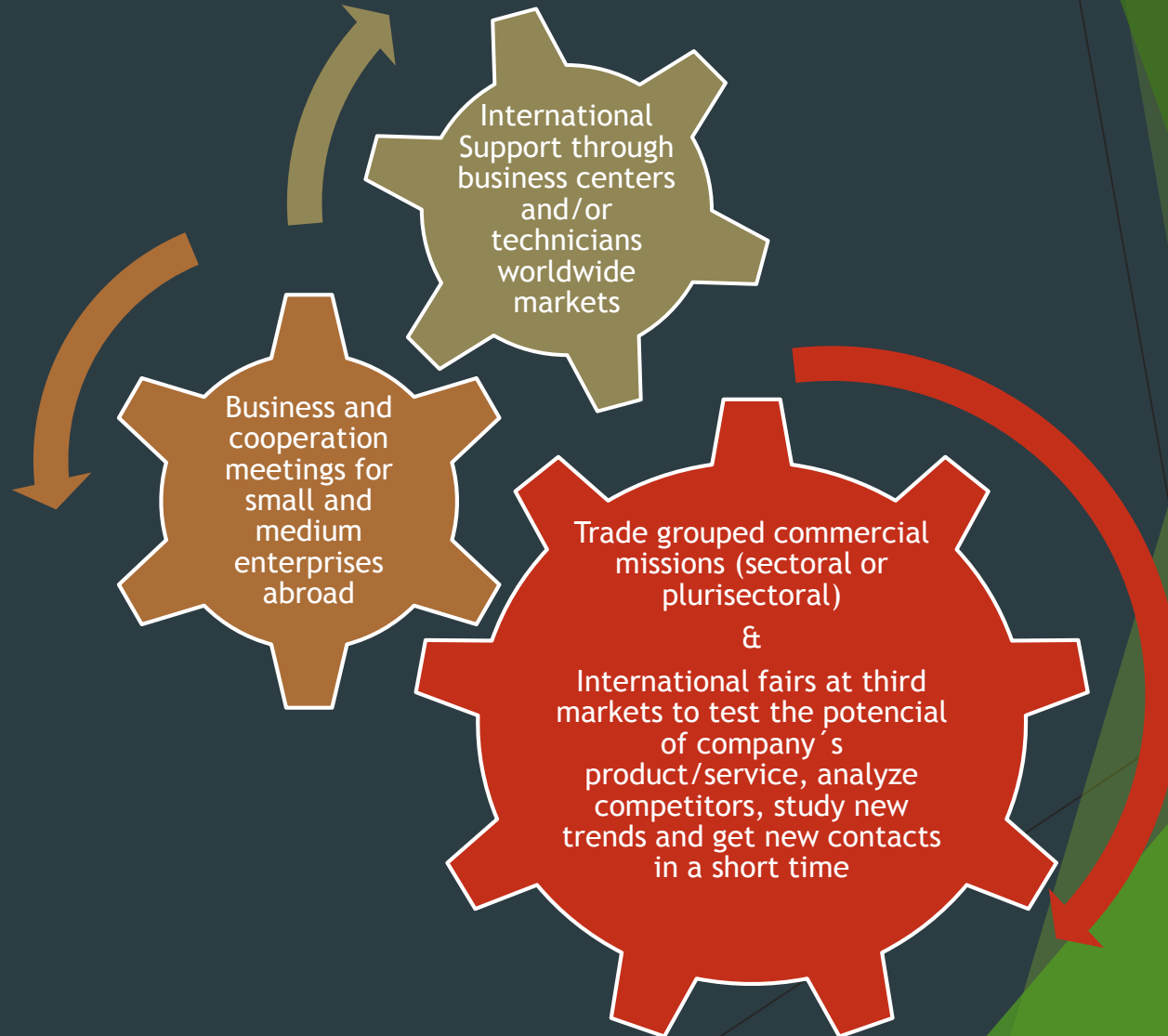
# Diagnosis Export Potential

## INTERNATIONAL PROMOTION TOOLS

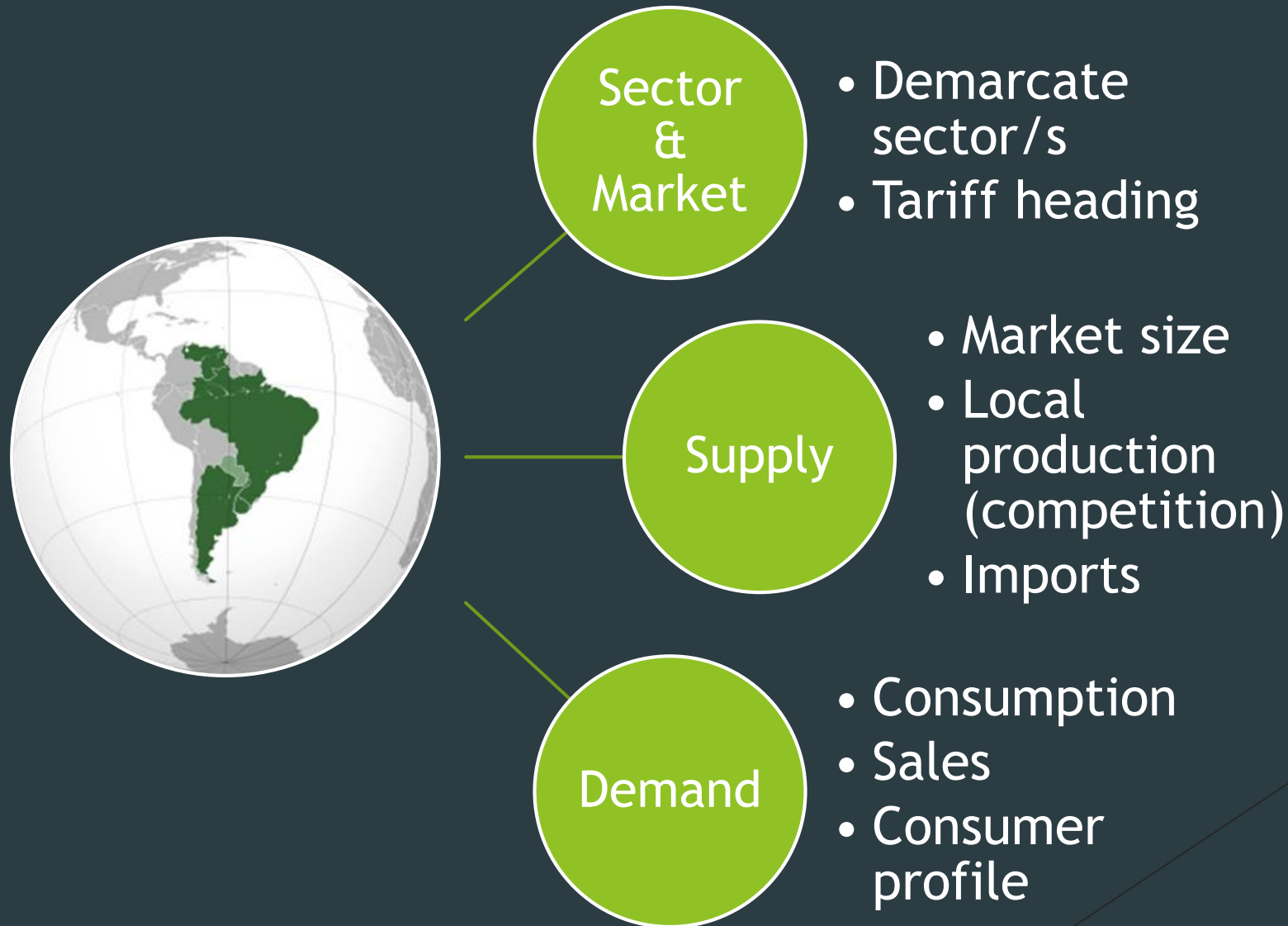
Exporting abroad



Establishing abroad



# Selection of Priority Markets for export Market research (I)



# Selection of Priority Markets for export Market research (II)



## Foreign Trade

- Imports & Origin
- Exports & Origin
- Trade with own country

## Marketing & Trade factors

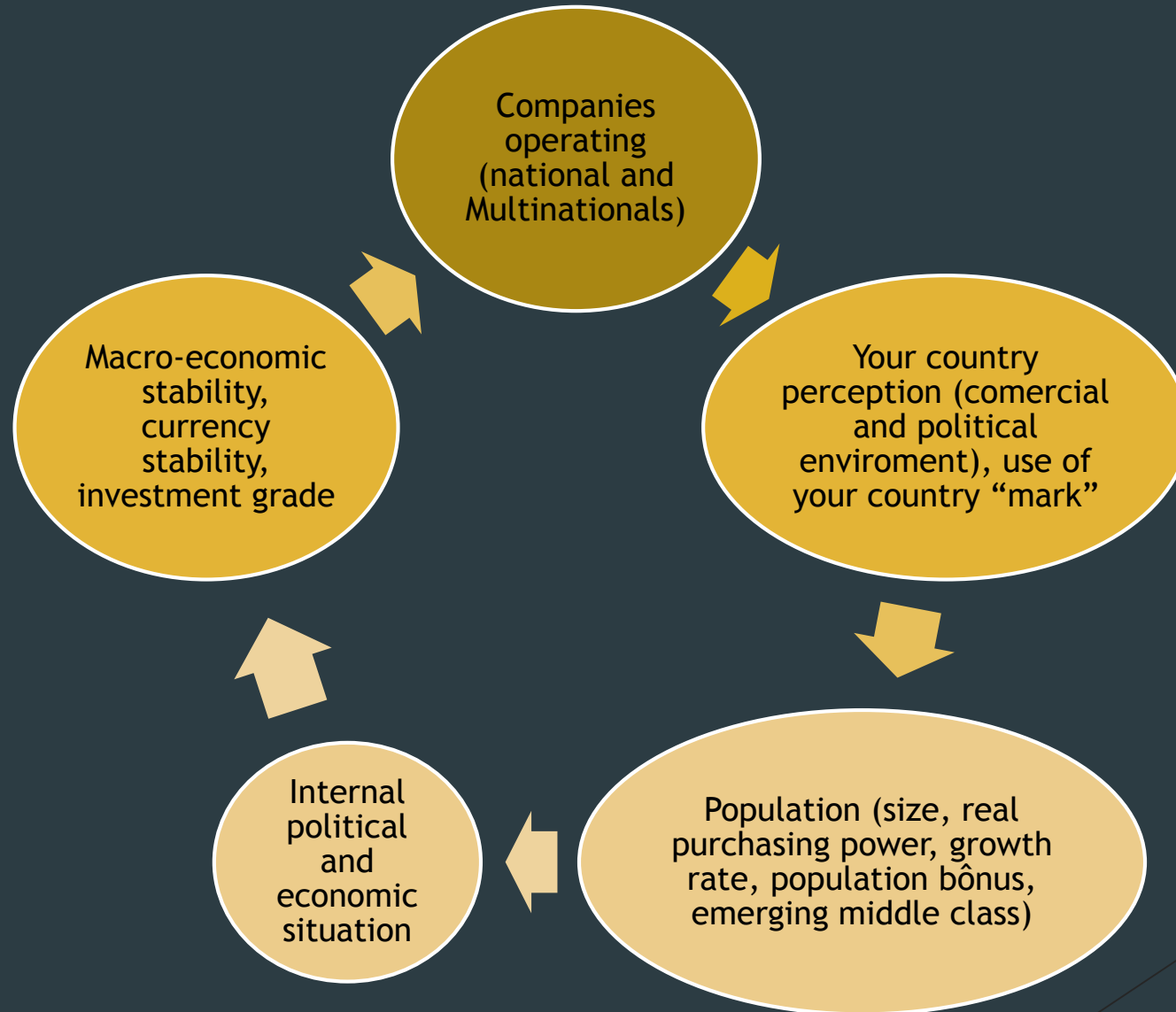
- Distribution channels
- Estrategy to entering the Market
- Market prices
- Marketing promotion

## Legal, tariff and non-tariff factors

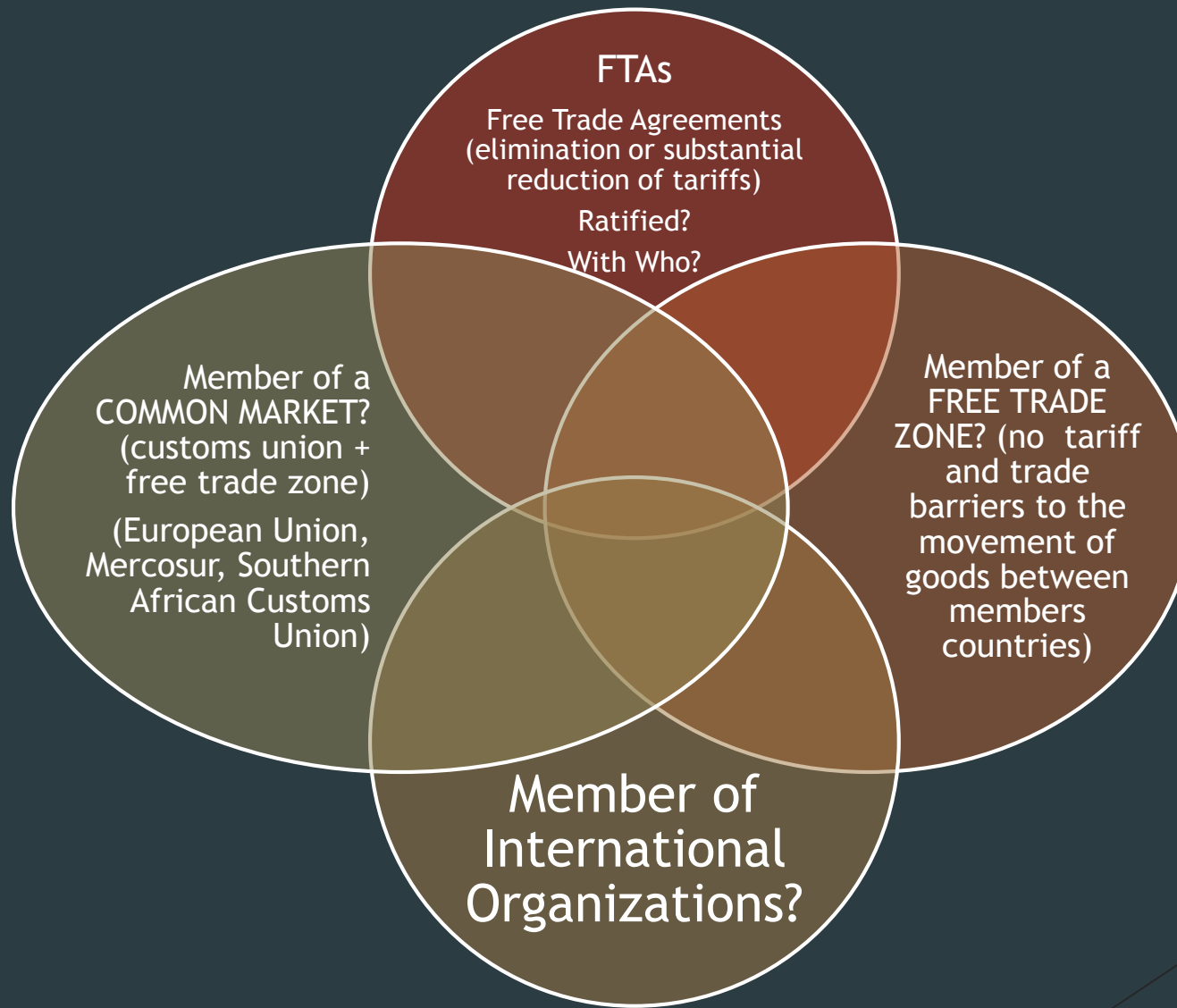
- Legal and Label regulations
- Tariff and non-tariff barriers
- Other taxes



# Selection of Priority Markets for export Keeps an eye!



# Entering the Target Market/s





# 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”



International Transport

Customs

Delivery to client

Internal Logistics

- 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 ...))

# “Objective” Factors: attention!

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

Import of product-service 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

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

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

Pressuring local workers based on HD expectations



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



## Trade Support Institutions

- 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



## Export Department

- Exports specialist programs “in company” training (ICEX for Spain)
- Outsourced export department (consultants, free lancers, specialized companies)
- In company export department manager (cost-effective)



## Traning:

- ITC E-learning Trade Academy
- 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-Madrid Chamber of Commerce)
- Specialized courses (University, Business Schools)

# Thank you! Obrigada!

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