



International Marketing

Being an Immigrant gives you major advantage

An immigrant who arrives in a new country sometimes faces so many challenges on arrival. It is sometimes easy to think that you have nothing to offer. If you speak another language than that of the host country, you may only think about the disadvantage that this brings. Driving on the other side of the road if this is the case, means that you have to learn to respond to traffic and pedestrian from the opposite side. Instead of despairing, cheer up. According to scientist, this places you at a distinctive advantage; it strengthens the balance of right and left brain thinking.

In fact on these two aspects alone you are a perfect candidate to support yourself or a local, regional or national company in some element of International Marketing. You could assist them to understand some of their potential marketing barriers. They may find it extremely valuable for to collaborate with them to find a solution if they should want to enter into business in your country. Apart from road systems and language if you have been involved in any aspect of professional practice or business you may have some of the answers for local business in the area that you are now residing.

An immigrant may be the missing link in the jig saw for a local company who may be seeking to explore business in a particular country. Do not dismiss the influence of powerful networks that an immigrant can connect to at an international level.

The global technological network is such that even if as an immigrant you struggle with a language. The ecommerce infrastructure can enable communication across language barriers. The same tenacity and courage it took to immigrate to a new country can be used to harness new skills, and open new opportunities through International Marketing.

So when you worry about the barriers that may come in your way. Remember that you moved what seemed like mountains to get to your present destination. Draw on that same source of energy that you used to make things happen over and over again.

When entering new ventures it is very helpful to have new tools. Another powerful source of learning is to hear the experience of others. Come to the International Workshop on the 9th of June to find out about ecommerce, strategic marketing, and learn through shared experience. The workshop format will provide a number of opportunities to network and link you to businesses and professionals with a similar focus.

Register on line: www.sphconsultancy.com
Telephone: 250 374 3600