

Starting-up abroad? Do's & Dont's of the Business Development, Trade and Cost Reductions for the international alignment between Technologies, Quality Standards and Certifications.

- **Foreign market incursions: Launching, positioning, quality assurance, selling, buying and trade.**

Have you tried succeeding in emerging markets? Which are the Ishikawa Fishbones in your consolidated markets? Which strategies and methods did you make use of? Have you come across the problems associated with traditional branch offices? What about how to buy and from whom? Have you done research on the local current quality assurance certificates?

- **How to create / improve your foreign business figures**

Have you made use of Fishbone models? Are you facing any problems using your particular Distribution Channel? Which could be a better Cluster, Partner, Distributor, VAR, ...?

- **How to obtain feedback from your representatives on your foreign market/targets/fields**

Have they made valuable contributions to the improvement of your technological projects? Do you often practice scooping or carry out workshops with them? Have you defined pain points and fishing ideas?

Place: TechnologieZentrumDortmund <http://www.tzdo.de/>

Day: Wednesday, September 29, 2010, 09:00 – 11:00

Confirming attendance: http://www.portusland.com/Presentations_Events_News.html

Speaker: BScIT. Javier Saucedo O., Was born in 1968 in Mexico City, has an extensive End-Clients and Multi-Sector consulting trajectory of more than 15 years. Ex-PWC senior consultant who came to Europe in 1998 in order to keep on applying best business/technological practices for international start-ups in Barcelona. During 2004, he started his own international entrepreneurial activities with the project LANDNetworksComm - LANDmicro. Founder and BDM of PORTUSLAND.

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Collaborates to improve your Launching, Positioning, Re-engineering, Trade, Business Processes Integration and your Cost Reductions Projects to extend and obtain their maximum efficiency of your steps in the foreign markets.