



Add-Wise Conseils  
Advising your growing business!

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## SYNOPSIS

Ref: 05 EI-NMEDA-GB Business Ethics & International Expansion

## BUSINESS ETHICS & INTERNATIONAL EXPANSION

Duration: **1 day**, 7 hours

Cost: To be determined

Place: To be determined

Date: To be determined

**What to look at when assessing the attractiveness of the fast "emerging" countries (e.g. BRICS, MINT, Next 11...) for one's own international expansion? How to drive one's behavior within a responsible and ethical context?**

**We will aim here at finding what prospect may represent the fast "emerging" countries in terms of economic, commercial and cultural interests, but also to understand what rules of conduct one has to follow internationally.**

### GOALS

- Understanding where the emerging countries are to be found in their phases of growth, and what structural changes they (and their populations) have to face
- Determine what framework to give oneself in one's approach to international expansion, in countries not yet in the stages of full maturity

### TARGETS

- Executive / Sales Executive
- Anyone with customer contacts, wishing to move towards more international activities

### METHODOLOGY

- Active pedagogy: alternation of theoretical lectures, simulation exercises and group work
- Each participant has adapted course materials

### PROGRAM

*About which countries, cultures, history, and expectations, do we speak?*

*How to be prepared to conduct trade with them, what rules of conduct shall we impose and respect ourselves?*

*Where am I (and my company) in the scheme of international openness to "emerging" countries?*

*What framework and measurement tools should I consider for myself and my team, in anticipation?*

*Writing of a matrix and an index of international readiness.*

➔ Practical work

*Note: The modules can also be conducted entirely in French.*

Prestataire de formation enregistré sous le numéro 82 38 05743 38. Cet enregistrement ne vaut pas agrément de l'Etat.

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