

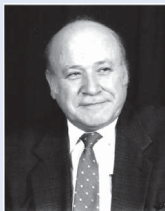
International Business Seminar

Friday, September 22 at 7:00 PM

Going | Global

Two 40-minute seminars
with Q & A by

Dr. André Teissier duCros



at **Goethe Institute**
Colony Square/Plaza Level
1197 Peachtree Street Please
RSVP by Sept. 18
404.724.9390

†25 AF/Goethe Members
†30 General Admission
Break w/ Wine & Cheese
Free Parking

About the Instructor: André Teissier-duCros, through his firm Gean Overseas, Inc., has been providing strategic services to manufacturers since 1972 in North America, Western Europe, Scandinavia, Japan, China, India, Brazil and other countries (40 in total). He has been instrumental in some 60 strategic alliances (mergers, acquisitions, joint ventures, technology transfer). He has an exceptional reputation as a negotiator/facilitator between foreign firms which never met before, between embittered foreign competitors, between firms and government agencies. Negotiations he handled were between India and Japan; Brazil and Japan; Iran, France and Canada; France and India, Russia, Italy, Germany Iceland, Japan, UK, Canada; Italy and the Netherlands; Germany and Canada; India, Switzerland, Spain. André Teissier-duCros's clients are often world leaders on their markets. He holds a Ph.D. in Mechanical Engineering and Materials Sciences. He taught for 6 years the Strategic Competitive assessment Class at Georgia Tech. He is a US Citizen, by birth half British, half French, with family ties in the Netherlands, Switzerland, Sweden, South East Asia and the US.

Seminar 1 - Preparing Yourself for a Foreign Encounter

Participants in this workshop will learn how to prepare for a business trip overseas, and to behave and operate in any foreign country; about generally addressing different business cultures, language and communication issues; how to set goals before each meeting and trip, how to prepare and how to follow up. For example, issues such as different meanings and connotations of certain words and concepts in different cultures and contexts will be addressed. We will also focus on different perceptions of the United States abroad, and introduce effective methods to present oneself, ones business and goals, and to talk about the U.S.

Seminar 2 - Preparing to Understand the Other Party

This workshop will address how to quickly assess national business practices, notably: corporate laws; standards & regulations; foreign investment codes; and explain how they are practiced in different countries. Also, how best to prepare your own strategic goals and then reconcile them with an economic environment and with a foreign partners own agenda. Participants will also learn how to assess the real development level of a country, how it affects the market they will address, and receive advice on how to behave in countries where bribes, kickbacks and other deal sweeteners are the rule...



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