



Minimise the risks through a formal agreement with customer comprising secured order book for a period long enough to pay back the investment.

Ensure you don't get tied up in an exclusive supply agreement.

Start looking for new customers straight away.

If the best solution is a greenfield factory with a "coat tail" arrangement, how can you reduce the possibility of your partner abandoning you?



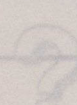
How to understand and will understand your management styles?



What does it mean to have a dual leadership structure? How can you ensure that the local manager and the parent company are both effective in their respective roles?



How to reconcile the need for control with the need for local initiatives?



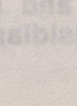
How to avoid the mistake of European management not being prepared to pay large phone bills?



How to maintain efficient communications between parent company and European subsidiaries?



How to avoid the mistake of European management not being prepared to pay large phone bills?



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How to minimize language problems?

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