



How do I avoid the pitfalls of considering the United Kingdom as a quasi-North American market?

Remember that despite common language and historical links, business practices and cultural norms are not identical.

Hire a national with experience in the market.

Do an extensive market study beforehand.

Draw on the advice and experience of trade commissioners. They have probably seen cases similar to your own.



How do I minimize language problems?

You can't – unless you stick to the United Kingdom and the Netherlands.

Hire managers who have worked on both sides of the Atlantic.

Have a budget for language training for the key people involved.



How do I manage exchange rate fluctuations?

Hedge the transaction or take out insurance to cover currency risk.

Accept contracts in European currency units, more commonly called ECUs.



How do I deal with protectionism?

If it is a problem in your sector, try to appear as local as possible by employing nationals.

In case of contested acquisition, try to preempt the problem by taking the initiative: present the issue favourably through a good public relations and lobbying agency. Canadian posts and trade commissioners will also help you negotiate with the local administration.