

OTHER SUGGESTIONS



How to minimise the taxation load and legal complications?

Get advice from international auditors who have a knowledge of international taxation laws right from the beginning. They may be more expensive than a smaller accounting firm, but the benefits to be derived from their use more than offset the additional charges.



How to reduce the financial strains on the parent company?

Get secured sales before committing money and time.

Start exploring one market on a very small scale (one person, one telephone). (However, this solution may not be appropriate for certain industries where larger scale presence is required from the beginning.)



How to avoid the mistake of treating Europe as a homogeneous market?

Establish a sales network on the Continent using a mixture of locals and your own people, before committing yourself to more substantial investment.

Don't assume that the same products and marketing messages will work in all European countries.



How to avoid the pitfalls from considering UK 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 of the market.

Do an extensive market study beforehand.

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



How to minimize language problems?

You can't. Unless you stick to the UK and the Netherlands.

Hire managers who have been exposed to both sides of the Atlantic.

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