

## OTHER SUGGESTIONS

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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 minimise the taxation load and legal complications?**

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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 reduce the financial strains on the parent company?**

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Establish a sales network 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 mistake of treating Europe as a homogeneous market?**

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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.

**How to avoid the pitfalls from considering UK as a quasi-North American market?**

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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.

**How to minimize language problems?**

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