



MIRA's Business Culture Guides

What is the issue?

Company executives going global face a myriad of issues and cannot ignore that culture will have an impact on their business.

What is the solution?

MIRA's Business Culture Guides have been developed by Marvin Hough, a former EDC official with more than 30 years of experience in international trade, including assignments in India, China, and Mexico. Each country's guide sets out important cultural characteristics, practical business case scenarios, and tactics and strategies for success. The guides are designed for international business executives who are entering or expanding in key markets, including China, India, Brazil, Mexico, Indonesia, and Nigeria.

What is the value proposition?

The guides are a one stop shop for business culture with an emphasis on practicality. They facilitate market research and planning; market entry and representation; and product, price, place, and promotion strategies. They will aid you in more effectively communicating with your overseas counterparts or employees. Above all, they can help avoid costly cultural faux pas and disastrous missteps in business ethics.

For trade facilitators, the guides are reliable and practical reference material to pass to clients and an effective tool for briefing trade missions. Trade facilitators who support the MIRA Business Culture Guide program enjoy profile on the MIRA website, references to MIRA clients and complimentary access to the guides for their clients and staff.

In addition to the guides, MIRA supports clients with briefings and presentations on business culture issues. In the broader context, MIRA clients will also benefit from references to experts who can help with cultural training, tax, legal, marketing, human resources, translation, and other business issues.

How can you get prepared?

To get prepared on business culture as you tackle international markets, visit the MIRA business culture guides at www.miraservices.ca