

THE WORLD OF **AT**Consult
DOING BUSINESS CROSS-CULTURALLY



Experts in International Business Development

ATConsult






ATCONSULT

THE AUSTRIAN TRADE & CONSULTING GROUP

ATConsult is a global consulting firm with more than 10 years of experience in various markets. With its headquarters in **Vienna** and **New York**, and together with strategic partners in **China** (Beijing, Shanghai, Shenzhen and Hong Kong), **India** (Chennai, New Delhi and Mumbai) and **Singapore**, **ATConsult** is a truly global network, which stands out among its competitors due to its extensive world-wide experience, expertise and specific know-how of diverse markets. Through its unique network **ATConsult** can offer top consulting and training services to companies worldwide.

ATConsult has been the partner of many Austrian and international companies on their way to foreign markets – we possess extensive knowledge particularly in the following areas:

-  INTERNATIONAL MANAGEMENT CONSULTING
-  CROSS-CULTURAL MANAGEMENT SERVICES
-  MATCHMAKING SERVICES

We are proud of our references (selection):

Austrian Business Agency (ABA) | AT&S | Audi | Austria Tabak | Bundesministerium für Wirtschaft und Arbeit | Campus02 | Carl Duisberg Centren (CDC) | Continental | European Commission | Frauenthal | Linnemann Schnetzer | Lufthansa | MCI | OMV | Pharmacia | Schwarz & Rohde | Styria Federn | Voest Alpine | Volkswagen | Zizala Lichtsysteme ZKW | Wirtschaftskammer Österreich | Wirtschaftsuniversität Wien

ATConsult

...the art of intercultural training

DOING BUSINESS CROSS-CULTURALLY

The advantage of the **ATConsult Intercultural Training** is that you do not get a standardized solution, but rather one that is adapted to your business culture and target markets. In the course of our training services you will obtain necessary know-how in communication, presentation, sales and negotiations, and management for your specific markets!

The training for doing business cross-culturally covers the following fields and can be changed and adapted according to your needs:

- ✓ GENERAL OVERVIEW OF THE TARGET MARKET
- ✓ CULTURAL DIFFERENCES
- ✓ OPPORTUNITIES FOR MARKET ENTRY
- ✓ GENERAL DIFFERENCES IN LEGAL SYSTEMS
- ✓ SELECTION OF WORKFORCE/POTENTIAL EMPLOYEE/LABOUR LEGISLATION
- ✓ MARKETING AND SALES

Through lectures, case studies and group exercises relevant aspects of the target market will be analyzed. Motivational drivers, unclear behavioural signals, and concrete issues/problems brought forward by the participants will be discussed. Once again, the training program will be fully adapted to the demands of our clients.

Intercultural and Export Training is currently offered for a variety of markets, such as the Arabic countries, the CEE, China, Germany, Hungary, India, Iran, Japan, North- and Southkorea, Poland, Russia, Singapore, Czech Republic, Turkey and the USA. For other countries please feel free to contact us!

ATConsult cares about your international business!

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