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INTERNATIONAL BUSINESS DEVELOPMENT

where + why

set up business activities in the US

County Kildare Chamber
Advancing business together

Kildare County Council
Comhairle Contae Chill Dara

Oifig Fiontair Áitiúil
Local Enterprise Office

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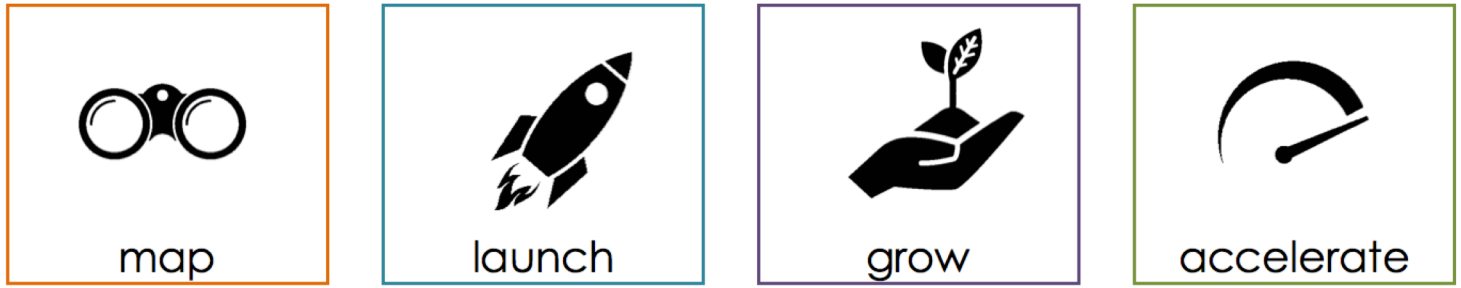
4 business development activities



COGNEGY works with companies
to **explore**, **launch** or **grow** their business on the American market

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- market mapping: *identification of business partners, potential customers, market segments, …*
- determination of optimal location
- market entry strategy with value proposition definition
- feasibility study

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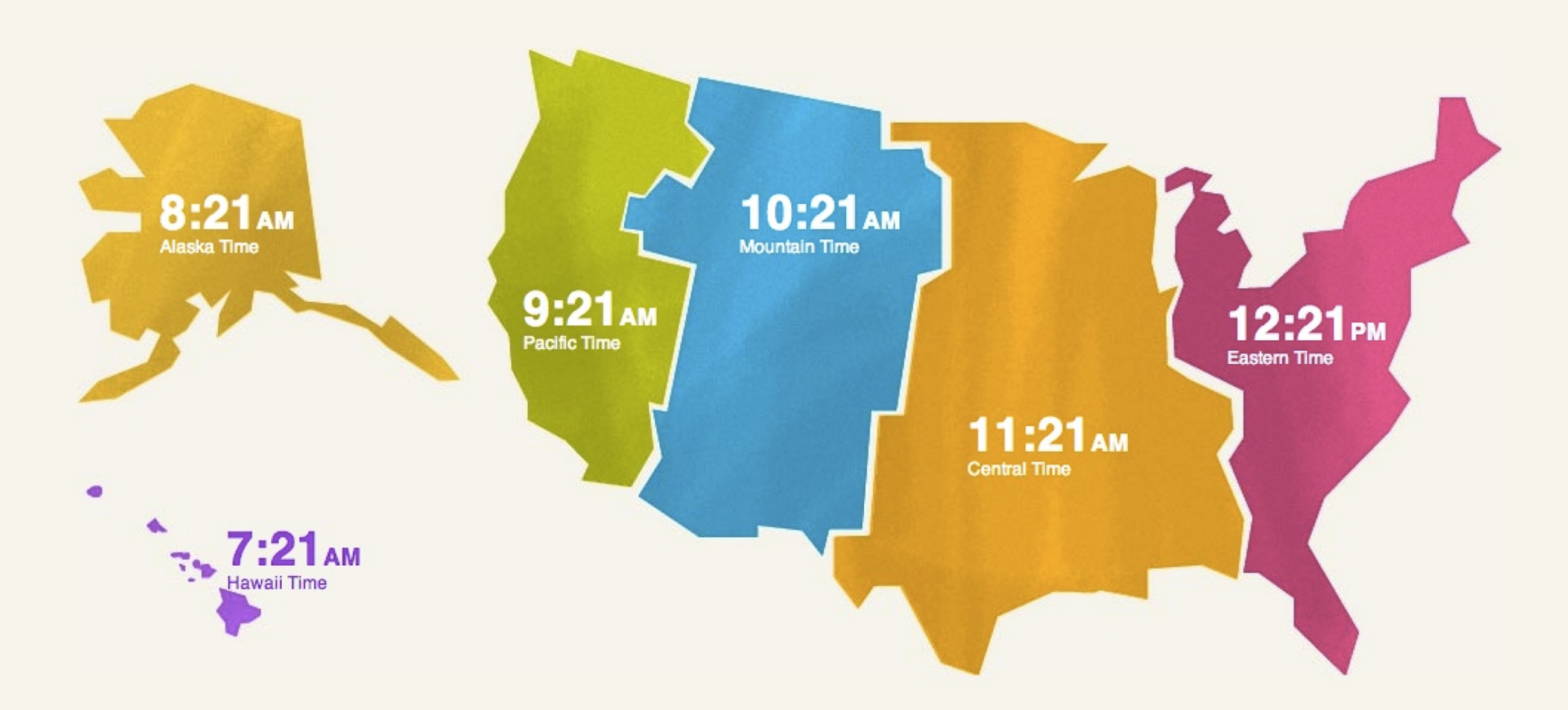
a continent- time zones



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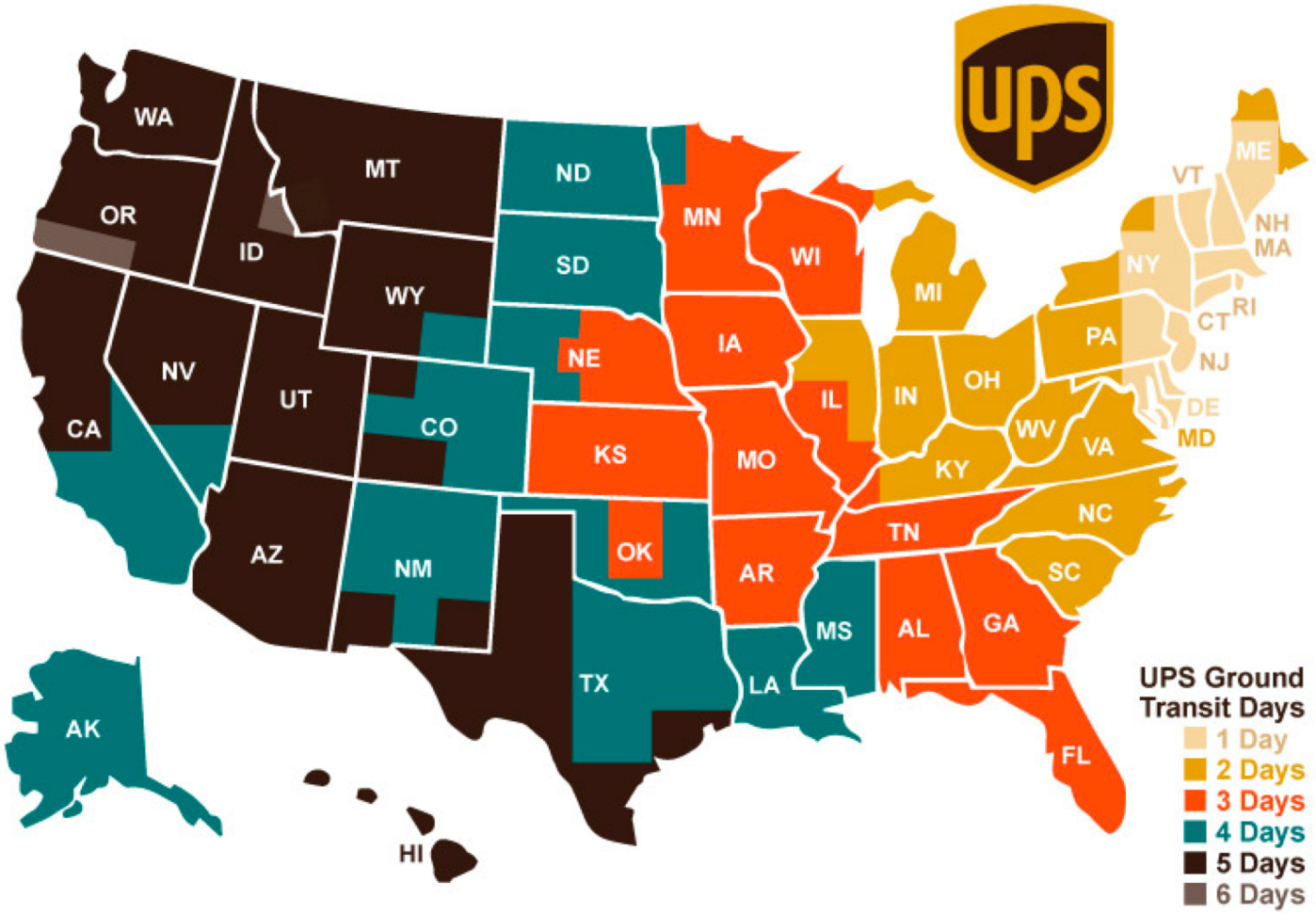
a continent - trucking times



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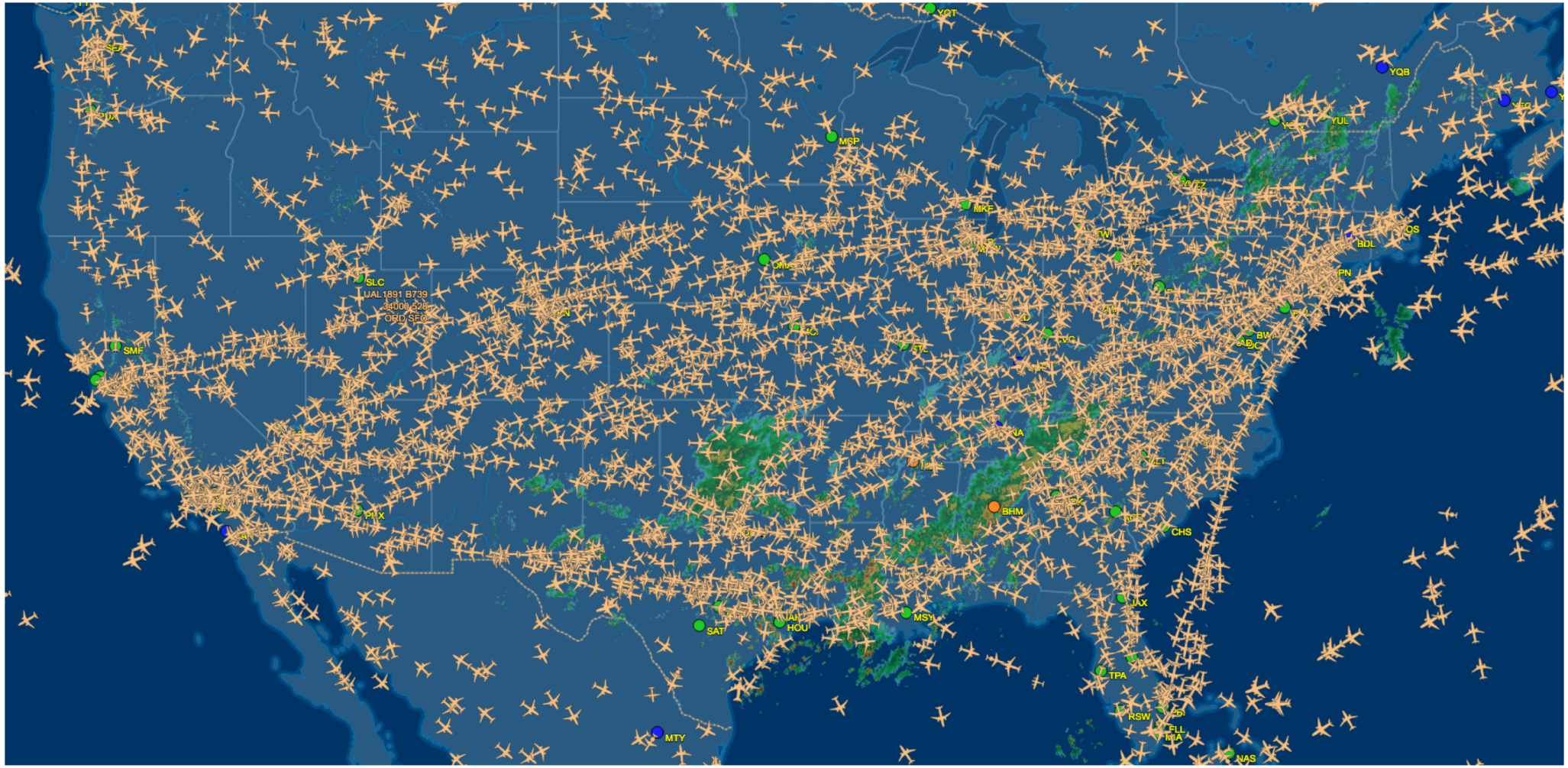
a continent - air travel



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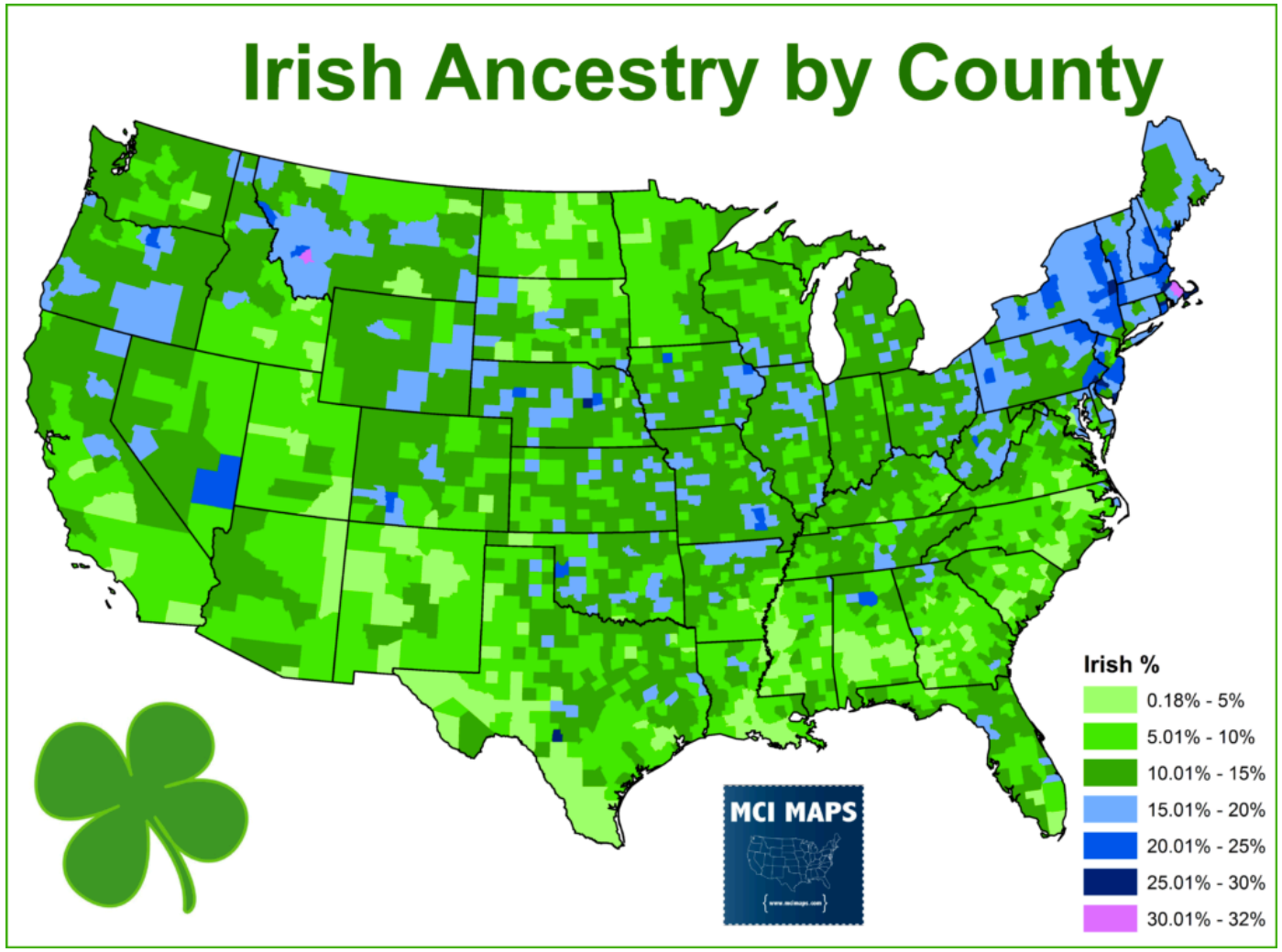

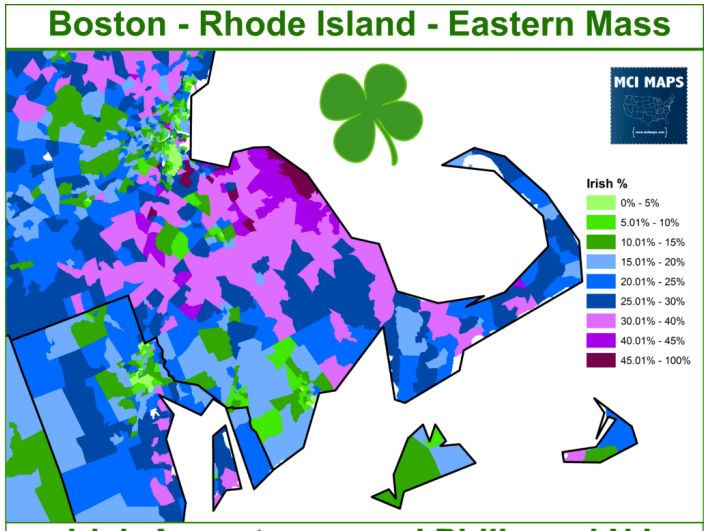

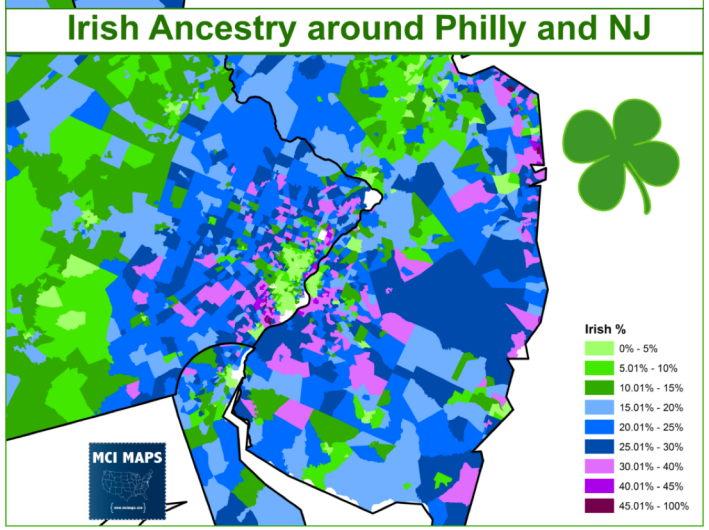

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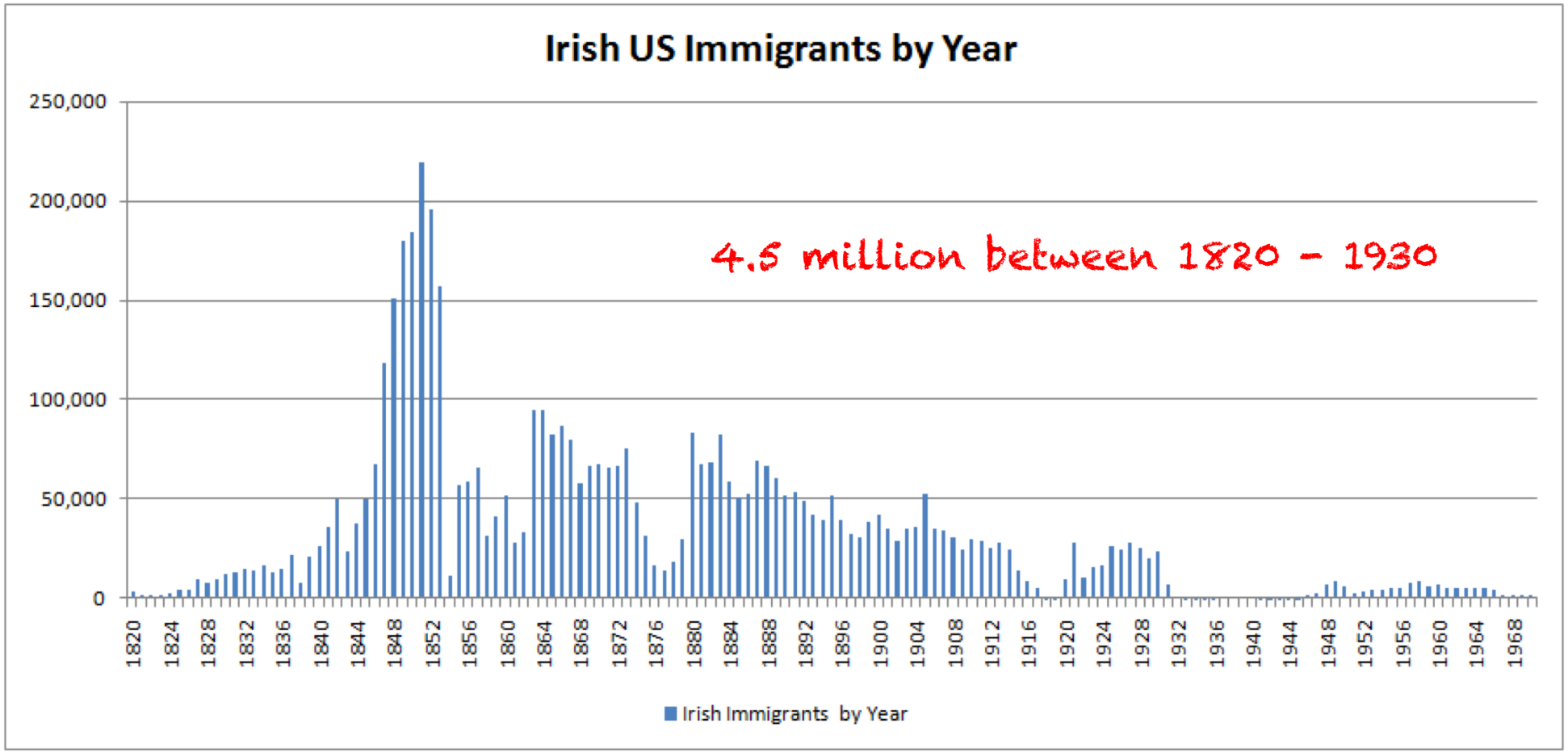

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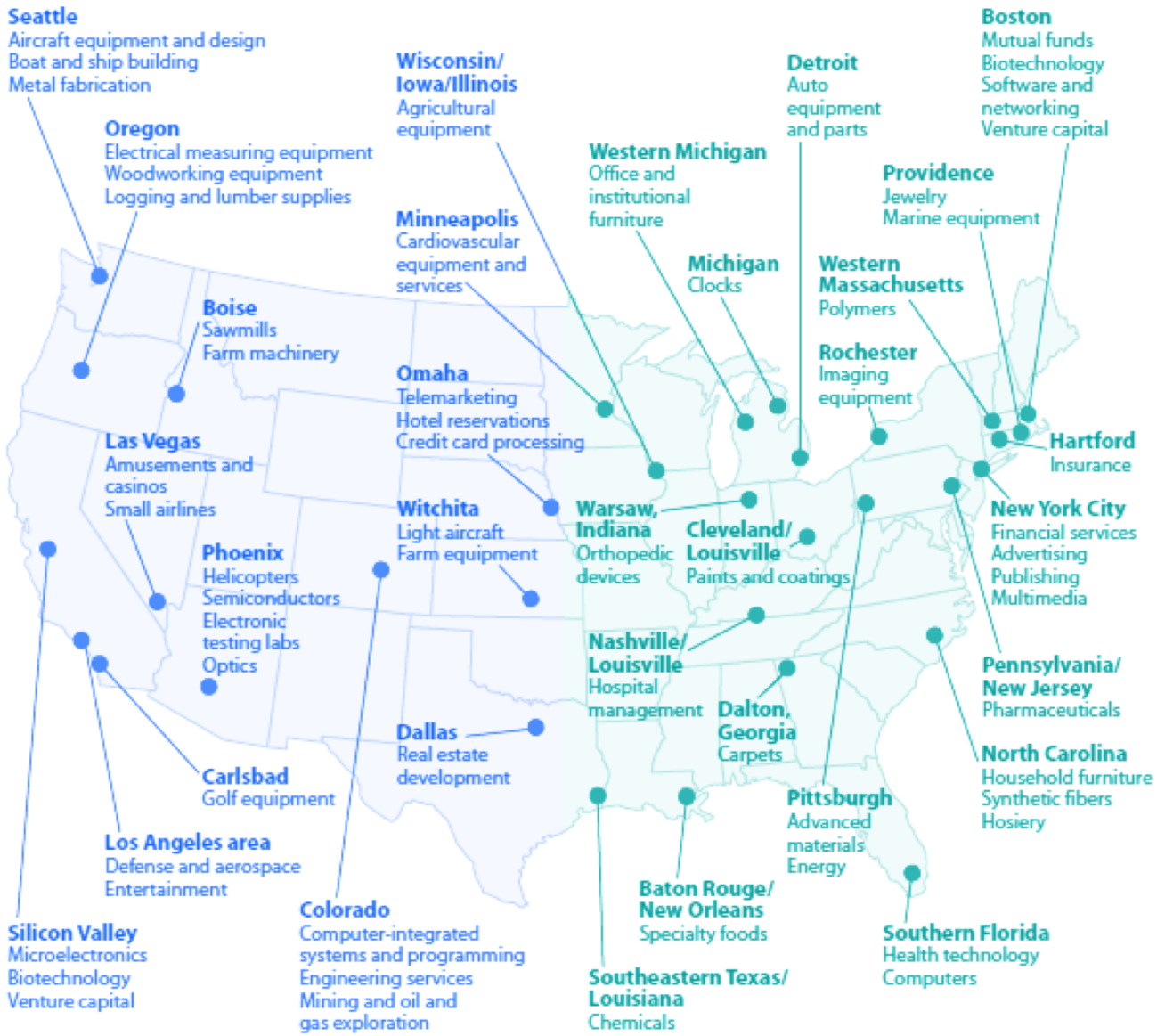

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MA – boston - strengths

- Massachusetts + Boston = not the cheapest
- New England is more expensive
  - Compete with NYC + Silicon Valley
  - Focus Hi-Tech and Innovation companies
  - Smaller Start-up companies
  - Advanced manufacturing
  - High-quality workforce

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contacts

Consulate General of Ireland | Boston

An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

MOITI
Massachusetts Office of International Trade & Investment

CITY of BOSTON

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- LEGAL
  - immigration – visa, visitor, resident, citizen
  - liability – product, director + officer
  - import regulation - FDA – USDA – …
  - tax liability
  - T&C's

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BUSINESS CULTURE - what does this mean for you…

- Talk openly about your achievements
- But translate into '*what it means for your American customer*'
- Talk value prop: '*what problem you solve for them…*'

- Open for 'new' and 'improved'
- Outside of the US = more risk

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IN SUMMARY

- american value system is different
- open – accessible – informal - ...
- achievements + wealth = success
- proud to be American
- celebrate + reward
- slippery subjects

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US market entry do's + don'ts

- prepare
- understand your customer
- understand your competitors
- formulate a (unique) VALUE PROPOSITION
- fund properly
- strategic decision
- send the right scout
- 'd-i-y' is a hobby
- do not fight the environment

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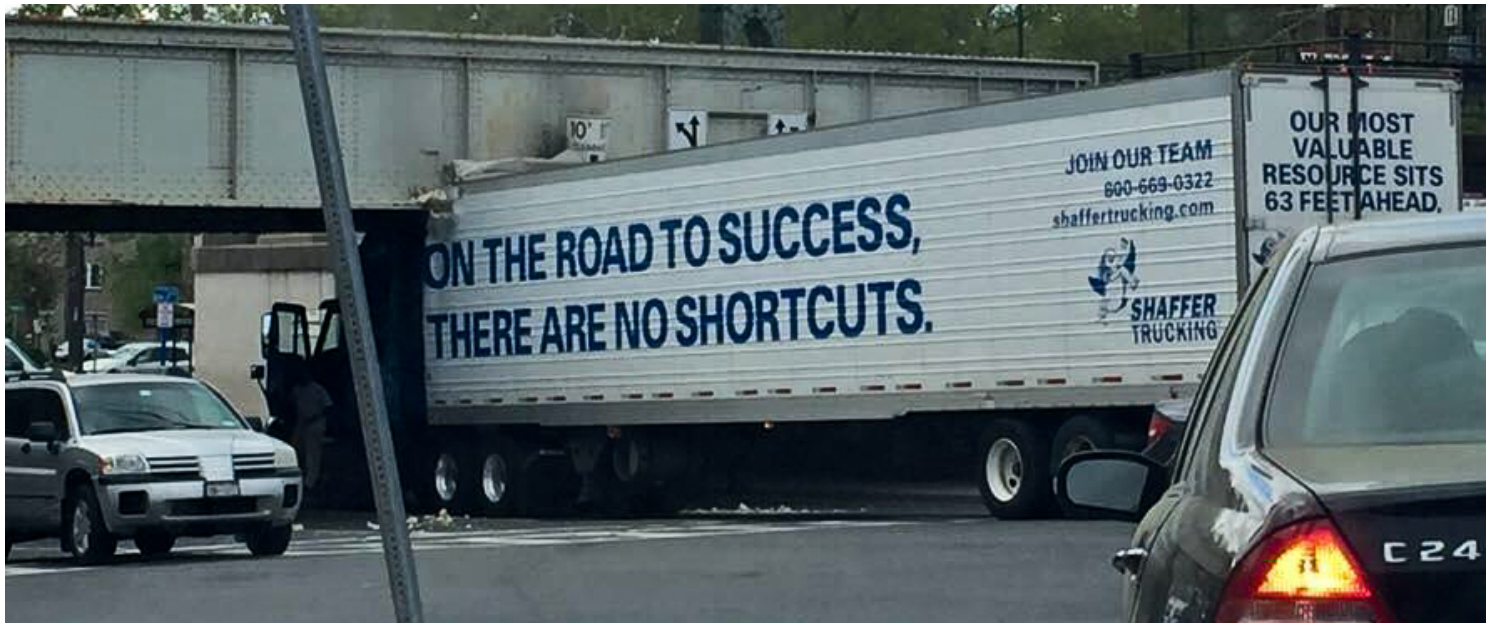

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