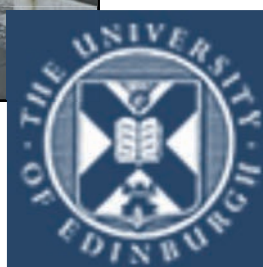


## Another knowledge transfer to future professionals



It was once again a very rewarding experience to be invited to The University of Edinburgh Business School to speak to post-graduate students about two crucial points in international business:

- (i) Cross cultural negotiations, and
- (ii) Competitor analysis

The first topic back in October 2011 was about strategies to enter new markets. Therefore, these two sessions were a clear continuity of skills enhancement and knowledge transfer that we at East West Export believe are fundamental for the international business professionals of the future.

We are extremely pleased and honored to be invited by this extremely reputable University which has a clear vision of how practical topics can enhance student experience.

### Why choosing East West Export?

- (i) All our seminars are tailored to the audience we address
- (ii) All our seminars are based on real business cases that we develop with our customers
- (iii) A main drive for our business is being able to contribute with experience-based knowledge to those soon to be or already involved in international business

(iv) Knowledge flows like crystal clear water: filling up gaps and contributing to broader mind sets, cultural awareness and knowledge transfer. Learning is a continuous process like flowing water.

(v) Finally, from a business point of view, you can expect from us a true support in developing your skills and in supporting your market entry efforts. Stay with us!

