

International Business Seminars at The University of Edinburgh Business School: 10 October 2012



Going to UK is always a pleasure. I was lucky enough to be able to travel across the country and see magical places. Just mentioning some: Wiltshire, Cornwall, Yorkshire Dales, Buckinghamshire and of course Scotland.

After a mere 4:30 hours by train from Kings Cross station in London you arrive to Waverley station right in the heart of the city of Edinburgh and a stone throw from the Scotts' monument with the statue of Sir Walter Scott and just opposite Princes street.

Enjoying time both with friends and sharing knowledge is also a passion in which I indulge whenever I possibly can.

Once more to my great delight I gave two seminars at The University of Edinburgh Business School where I had the chance and privilege to speak to undergraduate and postgraduate students on the topic of **“how to enter new markets”** and including another topic on how to **“manage distributors”**.

The main idea is to share practical knowledge that I acquired throughout years of international business activities, in various industries and developing various

countries at global level. Within these seminars we touch upon other areas such **culture importance in international business, selection of markets, competitors' analysis, market research, sales management** and other relevant topics in the international business field.

The quality level of the students, like last term, was evident with clear questions, very good ideas and above all a spirit of entrepreneurship that certainly will bare successful projects and enterprises.

It is also fair to mention the hospitality and care that the University staff show you upon your arrival. You

immediately fell at home. It seems you never left.

As a vibrant city you have so much you can do. Even if you just want to relax and set your mind free the city helps: history is embedded everywhere , monuments are really impressive and if you have the time do visit the Royal yacht Britannia. Despite having an older and newer part, the city centre, very historical is an amazing place for you to relax.

As a University I can certainly mention that The University of Edinburgh Business School it will be my first choice for any further studies I decide to undertake and I hope to match up with the evident high standards of research that are in place at this institution.



International Business is a very broad area with challenges present in every move we make, in every decision we make and in hesitation we take. However I am truly convinced that international business is a tool and long term instrument to prosperity preferably always based in ethics.