

International Business Seminars
at The University of Santiago de
Compostela: 18 - 19 February
2013



Going to Santiago de Compostela in Spain, it is always a special pleasure. The city is overwhelming with history from the cathedral and the Obradoiro Square to other corners of this jewel of architecture.

The trip by car from Braga or Porto takes just up to 2:30 hours max and it crosses a scenery of mountains, hills and the beautiful Vigo bay in Spain.

Wondering around the city where I also studied and remembering those great days is a particular pleasure of mine and revisit those lovely and traditional restaurants mostly on a medieval narrow road, to have some traditional sea food mostly from "Rias Baixas" is a very nice treat.

Once again to my great delight I gave two seminars at The University of Santiago de Compostela where I had the chance and privilege to speak to postgraduate students on the topic of **"how to enter new markets"** and including **another topic on how to "manage distributors"** - but this time including SOCIAL MEDIA as a form of export development.

It is good to go back to the same place where I have attended my

second masters', even the room still is the same.

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 arena.

The quality level of the students,

all a spirit of entrepreneurship that certainly will bare successful projects and enterprises. The multicultural environment is excellent too: students from various regions of Spain, from Colombia, from Peru and other countries.

One has to mention the hospitality and care that the University staff show you upon your arrival. You immediately fell at home. All works perfectly and any need is promptly met.

As a vibrant city with young people 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



like last term, was evident with clear questions, very good ideas and above

As a University I can certainly recommend the University of Santiago de Compostela to all those that are considering a very practical and business based Masters' in Export Market Development and Management.

As for me, like always, I remain available for the students and the University for further support.

A vosotros alumnos os deseo éxito y a la Universidad espero que pronto nos veamos otra vez.