



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BI21.1 / International Focus

LIVestream

Local to Global – Cultural Awareness

Tuesday 19 January, 3:30pm

Book your tickets

<https://local-to-global-cultural-awareness.eventbrite.co.uk>

If you have any questions for the panel prior to the event, you can email them to BI21.1@business-shows.co.uk (please quote the event title in your email).

Eva Túnez Salvador – Genuine Translations
Janina Neumann – Janina Neumann Design



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Local to Global – Cultural Awareness

Exporting into a new market can be daunting if you don't speak the language or you haven't experienced the culture before. These are critical success factors when exporting your products or services to other countries. These are key factors influencing the exporter's decision of entering a particular market. We will explain what it means to be culturally aware and analyse the Asian and South American cultures based on eight culture scales. There will be an opportunity to learn about different ways of doing business in different markets; from communication and organisation to leadership and etiquette. There will also be an opportunity to discuss and learn from incidents involving cultural misunderstandings, and we will share some tips on how to work effectively in multicultural teams.



Janina Neumann

Janina Neumann is a bilingual (German/English) graphic designer, intercultural management trainer, and business owner of Janina Neumann Design. JND is a bilingual design company, helping clients create a social impact in the UK and abroad. The bilingual focus ensures clients can communicate their message equally effectively across different languages and cultures. Janina is also the Co-Founder of Local to Global, a gateway to fulfil all exporters' cultural, linguistic and branding requirements.



Eva Túnez Salvador

Eva is a Spanish translator who is passionate about international trade and the cultural and linguistic challenges linked to it. Her multilingual translation company, Genuine Translations, helps businesses that are exporting to foreign language markets with all their marketing, legal and technical translation requirements. Eva is also the Co-Founder of Local to Global, a gateway to fulfill all exporters' cultural, linguistic and branding requirements.

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