



*Client:*

Confidential Engineering Firm

*Research Features:*

- Secondary Research
- Study Design
- Study Management
- Analysis
- Report Preparation
- Ongoing Updates

## International Business Intelligence Briefing

### *Situation*

- A large multi-national engineering firm was exploring opportunities to increase its presence in selected international markets
- The client's executives requested a detailed briefing on the local social, cultural, political, and business customs as well as background information on potential projects
- The scheduled date of the meeting was accelerated by the host nation, which resulted in a greatly compressed delivery schedule for the research project

### *Approach*

In addition to an overview of the local business practices and social customs, the research included a detailed discussion of the personal background information of government officials, including the newly-elected president, vice president, and newly-appointed cabinet ministers, and other leaders. The research also reviewed and analyzed the new administration's expected policy initiatives; provided a synopsis of the challenges facing the new administration, including a brief political history of the nation; and examined the background details of several of the high profile projects.

### *Benefits*

- The executives departed for the meeting with a detailed knowledge of the government officials and the politics of the recent election
- Biographical information on each cabinet level official was provided to facilitate conversations about families and personal topics, which is considered polite and appropriate in that particular culture
- The executive team was furnished with knowledge and awareness of the local business customs and practices
- The executive team was briefed on the current political climate and issues within the host nation and provided with advanced knowledge of the political goals of the newly-elected leaders
- The executives were provided with the necessary information to support strategic decision making