

## International Growth

Current best practice and methods that work.

### Context and Framework

For 400 years we have grown used to seeing the main impulses for international business originate in the West. This also applies to strategies and business models. Since the new millenium the world has changed. Whether from Brazil, China, Kenya or India – competition is appearing from every corner of the planet, succeeding by virtue of unheard of strategies. Add to this the ingredient of technology change, which is transforming what we used to call competition, marketing, distribution, and we have intimidating challenges for European organizations.

The Centre for International Management understands how organizations at these new focal points of the global economy operate: What their drivers are, their strengths and weaknesses, how they can become a threat to your organization, and in which respect they are vulnerable. And, of course, what you can learn from them.

The Centre is capable of this due to its unique exposure to organizations across the globe: Be it Chinese companies in Indonesia, Nigerian companies in Singapore, Polish companies in Vietnam, Swiss companies in the Middle East, or American companies in Germany – we have accompanied, monitored, and supported dozens of organizations.

From this rich experience and based on the St. Gallen Management Model instruments have been developed to effectively manage the internationalization of businesses and improve the competitive position of companies.

We conduct a workshop of between 1 and 3 days´ duration, which will be able to address your organization´s specific needs and issues in internationalization.

### Inquiries

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