

Clackamas Export and Global Trade Summit

The Importance of Taking Culture into Account when Exporting

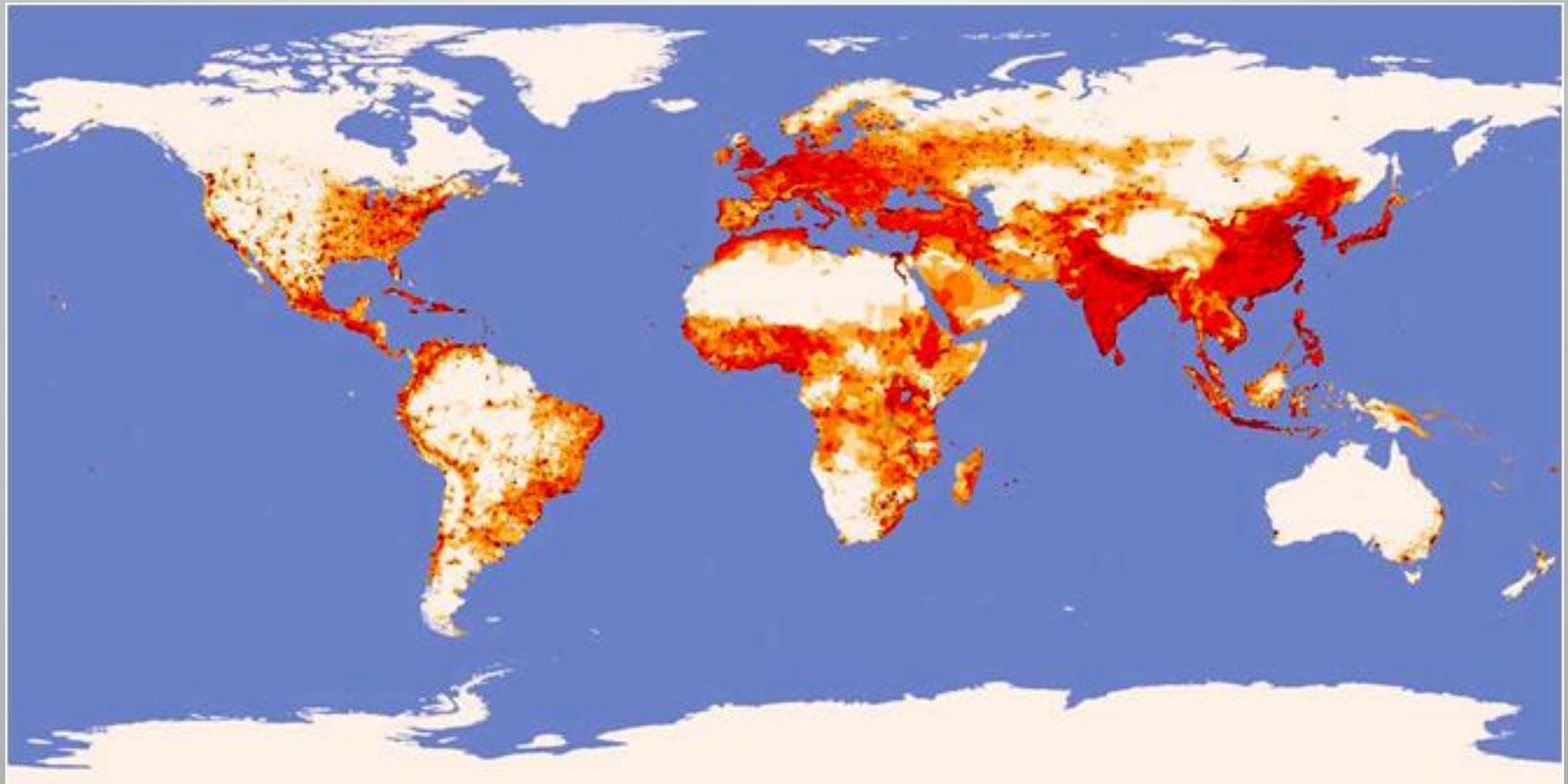
Disclaimer: Please note that the examples given in this presentation are based upon hypothetical projects only and the data has not been verified.

**VALÉRIE BERSET-PRICE,
PROFESSIONAL PASSPORT**



Heat Map of the World Population:

96% of the World Population Lives Outside of the United States



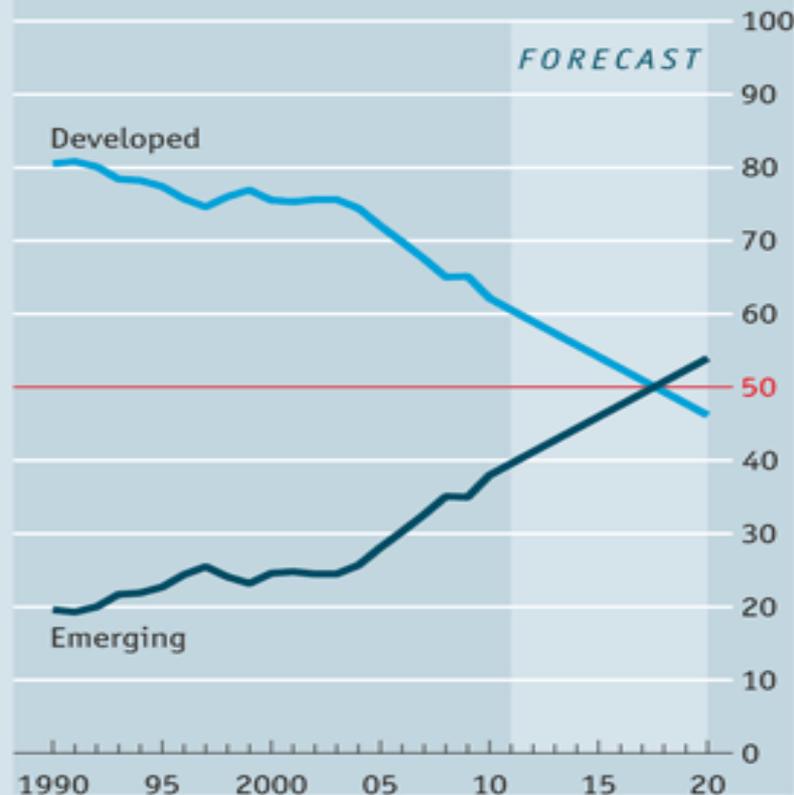


Source: The Economist

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Global balance

Economies' share of world GDP, %
At market exchange rates

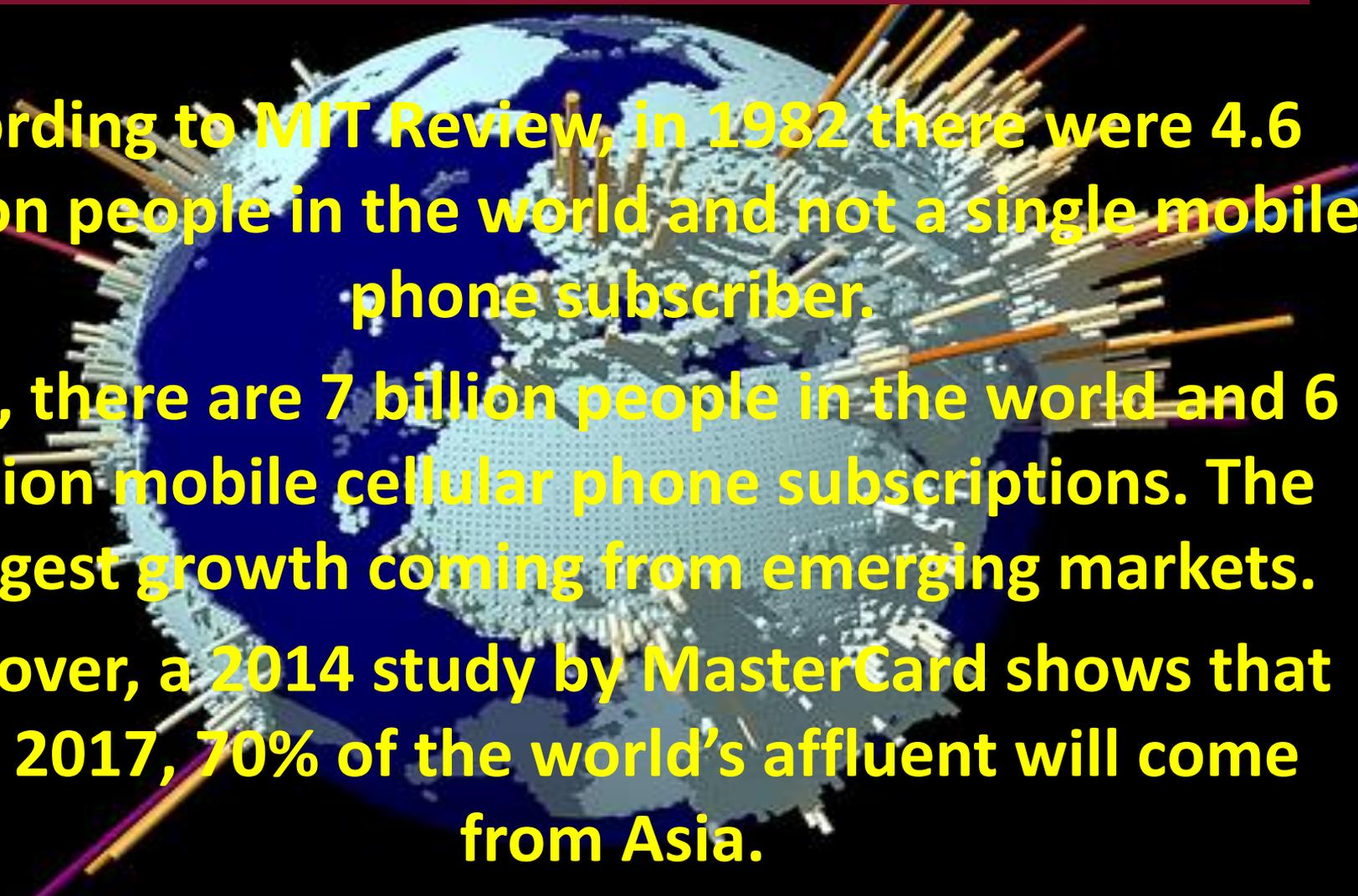


Sources: AT Kearney; Bloomberg; BP; dotMobi; Fortune; IMF; UBS; UN; World Bank; World Steel Association; WTO

Emerging economies' world share
2010, %



* Purchasing-power parity
† Foreign direct investment



According to MIT Review, in 1982 there were 4.6 billion people in the world and not a single mobile phone subscriber.

Today, there are 7 billion people in the world and 6 billion mobile cellular phone subscriptions. The biggest growth coming from emerging markets.

Moreover, a 2014 study by MasterCard shows that by 2017, 70% of the world's affluent will come from Asia.

Let's Work with a Real Product and Apply the Culturally Intelligent Approach to its Asian Promotion: **CROSS-LAMINATED TIMBER**

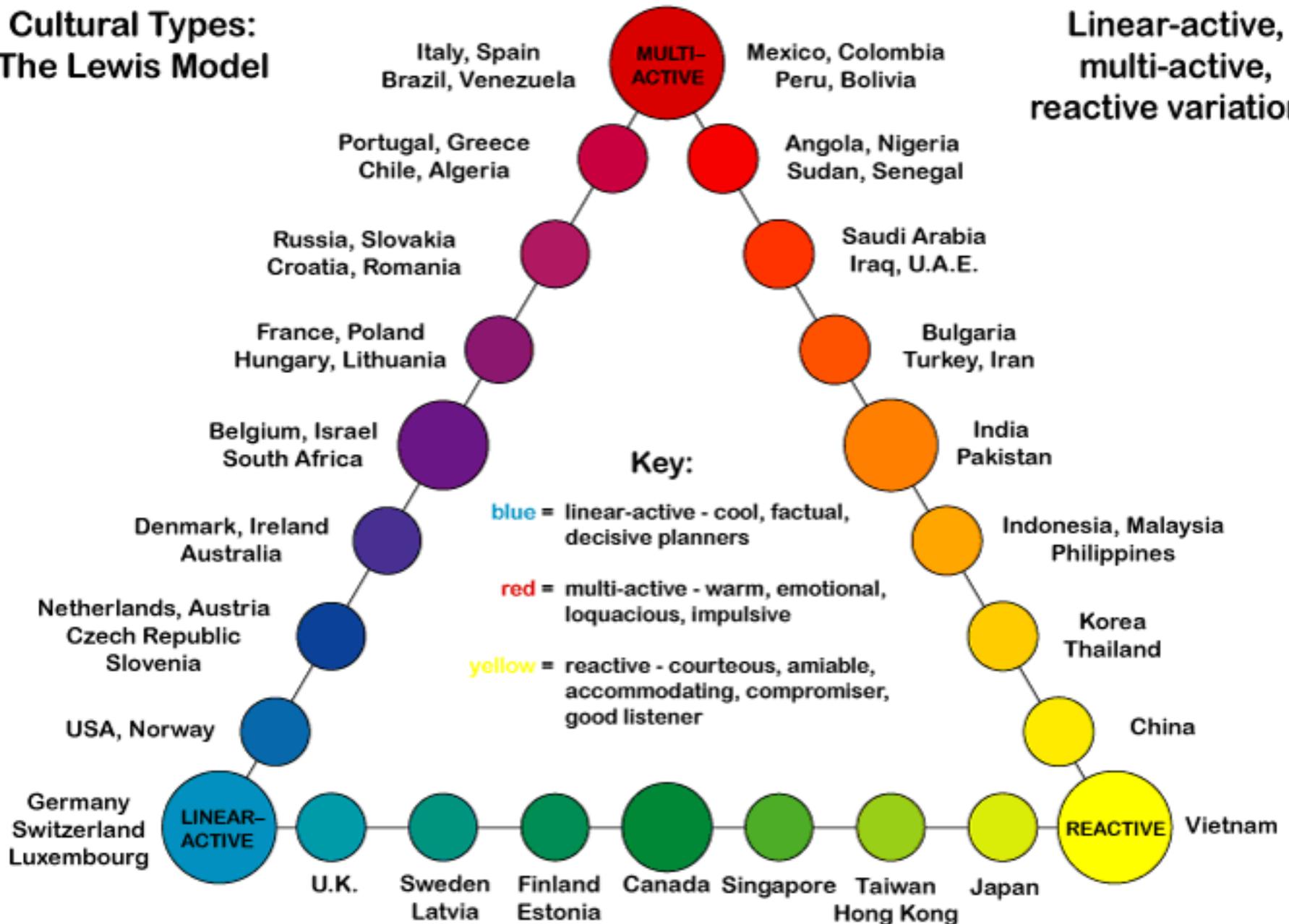
Advantages of CLT	Challenges of CLT
Sustainable material	Competition already in place
Great in seismic regions	Requires building codes modifications
Heat retentive	Costly
Fast and easy to build with	Involves international shipping
Green gas absorbent	
Only certain wood species can be used	

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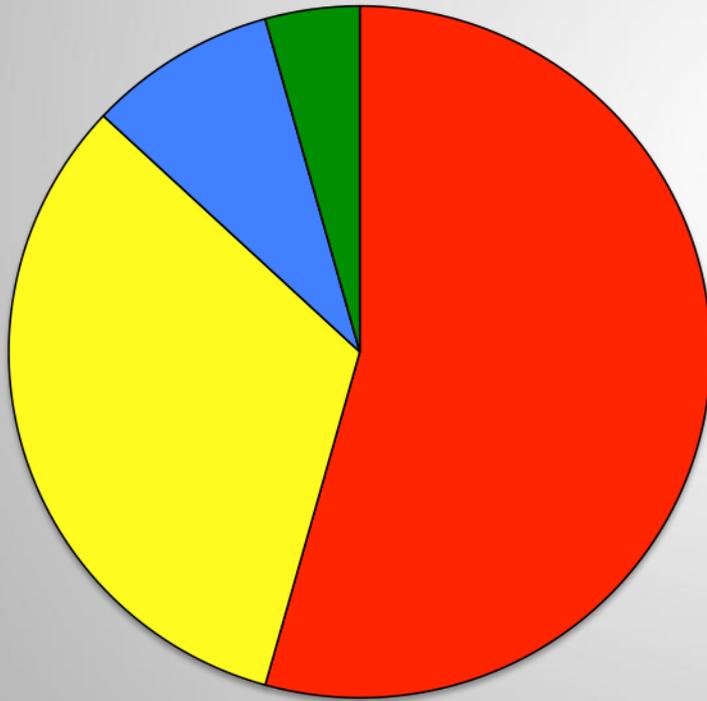
Cultural Types: The Lewis Model

Linear-active,
multi-active,
reactive variations



Why Should You Learn to Adapt to Cultures?

Cultural Category Population Statistics (2050)



- 5 billion people are multi-active
- 3 billion people are reactive
- 800 million people are linear-active
- 400 million people are "hybrids" / "mediators"

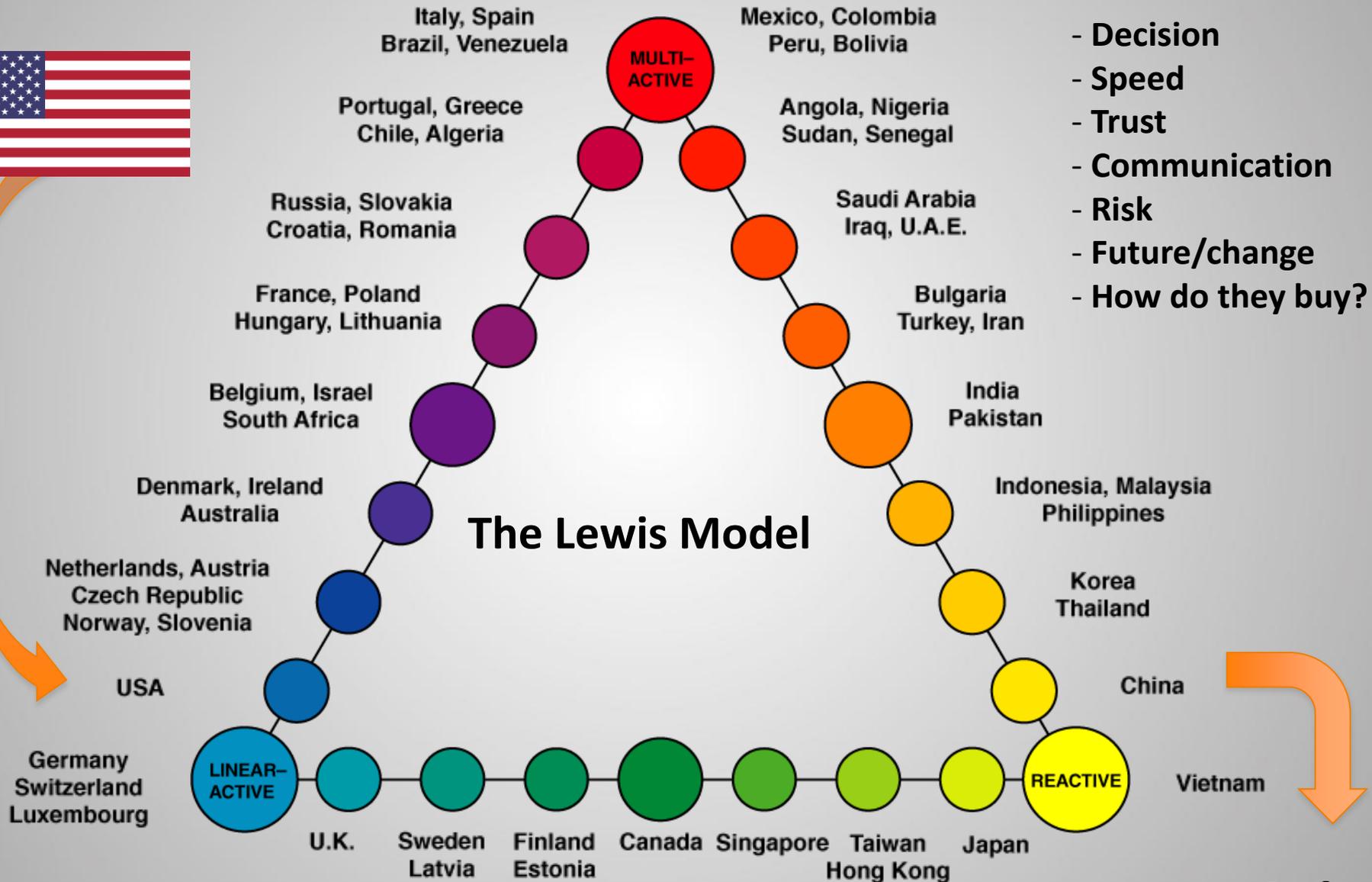
Total Projected Population: 9.2 billion



THE CULTURAL SIDE OF EXPORT

- ✓ How do people make decisions (easy/hard to convince)?
- ✓ Are people quick or slow to decide?
- ✓ How do people build trust?
- ✓ How do people communicate?
- ✓ Do they take risks?
- ✓ Are they future/change oriented?
- ✓ How do they buy?

Analysis of the Degree of Separation of Both Cultures



Asia



To Do List

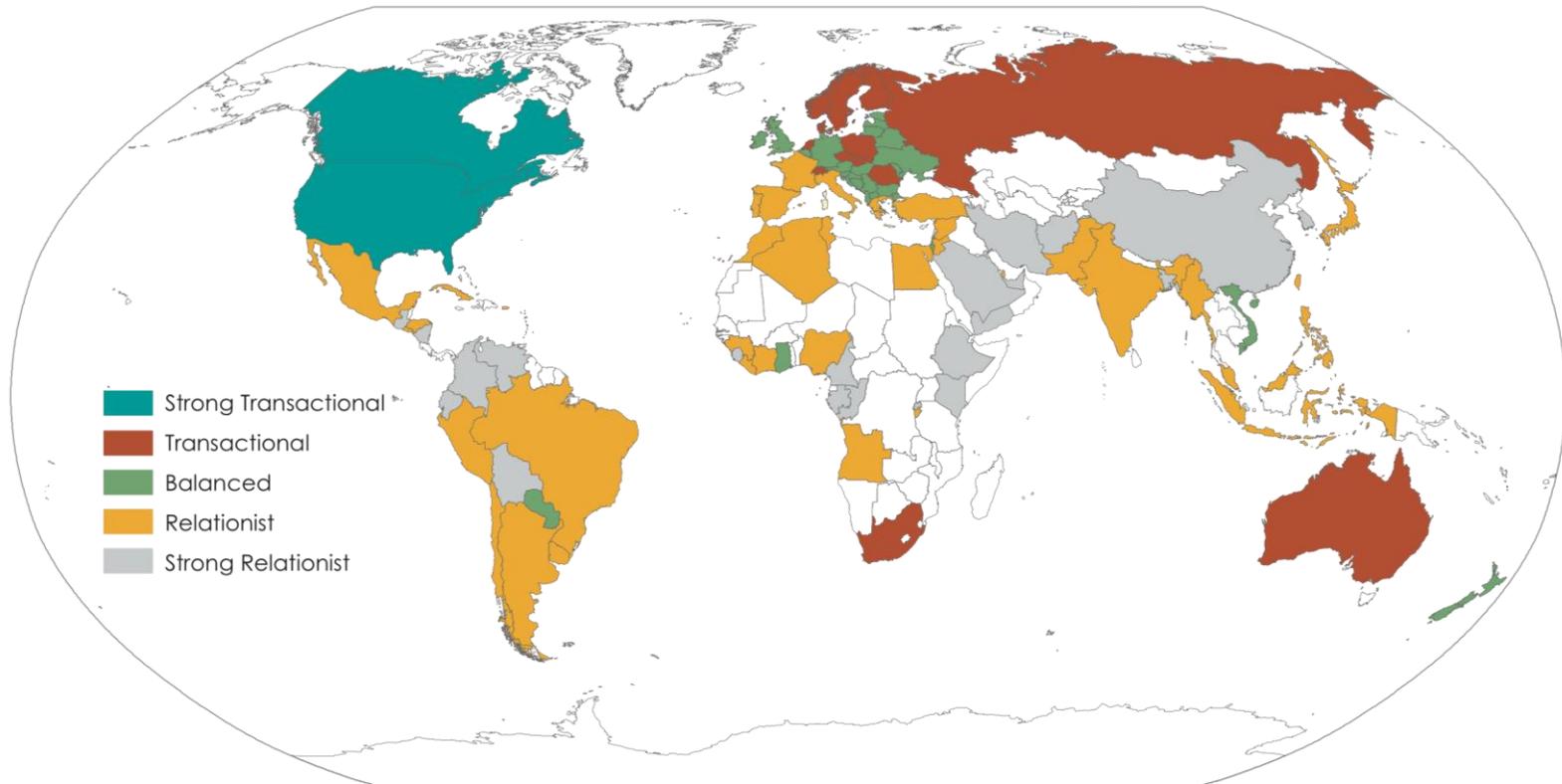
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- Locate countries short of raw material
- Explore the countries that could be in infraction of the Kyoto-Doha Protocol, i.e. need to reduce green gas emission
- Analyze the type of actions and interactions needed to gain market shares and/or dislodge the competition (existing network, agents, advertisement, rep on the ground, conferences)
- Study how to convince and persuade institutions, country by country, why they should consider updating their building codes (speak at conference, publish white paper, work with university departments)
- Look at time and cost effective shipping routes from Oregon

	India	China	Japan	S. Korea	Singapore	Vietnam
Seismic Problems	✓	✓	✓	✓	✓	✓
Shortage of Natural Fiber	✓	✓	✓	✓	✓	✓
Kyoto/Doha Treaty Infraction	?	?	?	?	?	?
Ability to Adapt Building Codes	?	?	✓	✓	✓	?
Strong or Emerging Middle Class	✓	✓	✓	✓	✓	✓
Green Policies/Concerns	✓	✓	✓	✓	✓	✓
Financial Capacity	✓	✓	✓	✓	✓	✓
Trust U.S. Products	✓	✓	✓	✓	✓	✓



GLOBAL VIEW OF BUSINESS FOCUS

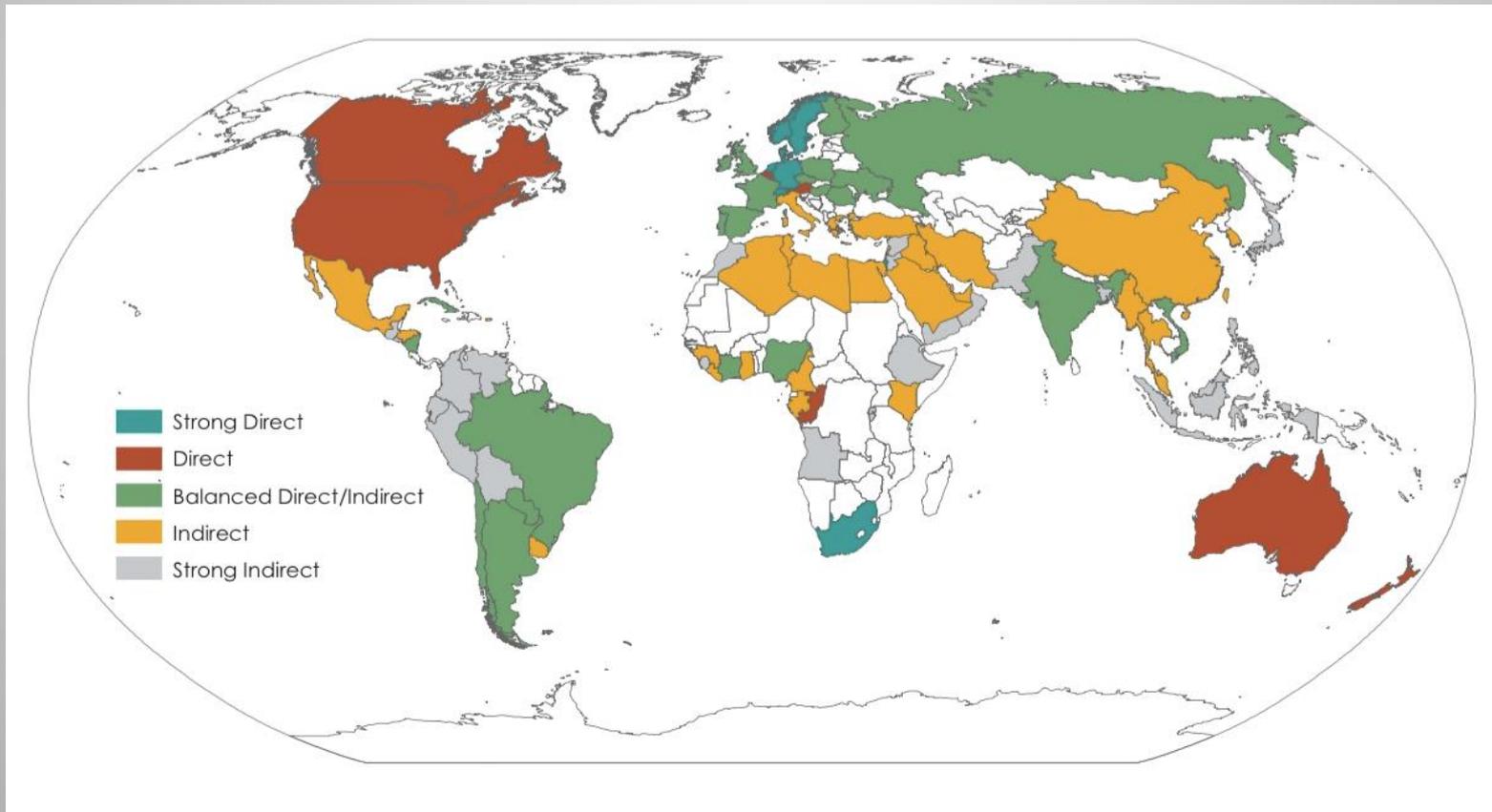


THE CONCEPT OF TRUST: A Decision under Uncertainty

NON-LINEAR CULTURES	LINEAR CULTURES
Honor	Accountability
Gratitude	Reliability
Harmony	Empirical
Humility	Ownership
Sacrifice	Ambition



GLOBAL VIEW OF COMMUNICATION





**Culture is not part of the game.
It IS the game!**

***Lou Gerstner,
Former Chairman and CEO, IBM***

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