

Case study for businesses and advisers:
Trading internationally

The MD of a small North London company exporting medical equipment asks for advice on language and cultural skills to help them to grow their European business.

Prior discussion with business adviser

1. It is established straight away, yes they are a private business involved in **international trade**. But they have no capacity to deal with foreign languages and culture whatsoever – they’ve avoided non-English speaking markets to date. They’d like to change this and try to **plan their export effort more systematically**.
2. They don’t have suppliers overseas at present, but they want to create a customer base in Europe. They need to understand the markets and culture better – and both **language and cultural training** will be crucial in doing this.
3. He doesn’t think they employ people who speak languages other than English – but then they never asked the question! So it’s made him think about this, and how he also might ask for it when he next looks at **recruiting people**.
4. They just launched their new **website** – but now realise that they haven’t given much thought to foreign languages. The MD is now thinking he’ll get some **translation** work done to create some materials he can use at an upcoming exhibition in Frankfurt.

my business - the team - business support

I want advice on languages and culture for:

International trade

I want to learn how to communicate effectively with our multicultural workforce

I want to know more about language and cultural services

I want language training for my staff

I want cultural training for my staff

I want to recruit people with different language and cultural skills

I want to translate written information

I want to use an interpreter at meetings and events

I want my website to work better for people from other countries and cultures

I want to promote my business to people from other countries and cultures


An initial discussion with the adviser helps to draw out the key issues and questions

Results

The information and solutions highlighted above helped the client to answer questions in the Planner, and find a tailored range of advice, resources and case studies, which are highlighted below.

1. The business guide on [international communication planning](#) helped the MD to realise the importance of communication planning for each of the markets he's targeting. He also found the general advice for businesses involved in [international trade](#) useful, and is encouraged to see that UK Trade & Investment offered [funding and support for exporters](#).
2. He read the [cultural briefing on Germany](#) and is planning to attend a workshop hosted by a cultural expert he found on [RLN London's Service Finder](#).
3. He found that one of his staff lived in Germany as a child and has German GCSE. A language trainer he found on [RLN London's Service Finder](#) helped her to brush up her German. She will be working on the exhibition stand in Germany welcoming visitors. He read the business guide on [language training and recruitment](#) and is considering recruiting a more fluent German speaker too.
4. Having looked at [case studies](#) of businesses who had adapted their website, and read the guide on [website localisation](#), he is encouraged to take on a translation and localisation specialist to produce a mini-version of key company literature and also of the website in German and French.

Our [Planner](#) takes the hard work out of pointing you to all of these resources and services. [Let's get started!](#)



Business: My Business
Email: me@mybusiness.co.uk

Trading internationally

[Find quick advice and tips for your business](#)
[Read our detailed guide on planning international communications](#)
[Find out about funding and support for export communications](#)
[Want more »](#)

Language training

[Find quick advice and tips on language training](#)
[Read our detailed guide on language training and recruitment](#)
[Use the Service Finder to look for language trainers](#)
[Want more »](#)

Cultural training

[Find quick advice and tips on cultural training](#)
[Read our detailed guide on developing skills to work with other cultures](#)
[Try our handy cultural briefings which covers a range of countries and territories](#)
[Use the Service Finder to look for cultural trainers](#)
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The Planner highlights the most suitable resources and services