



**WORK WITH
EUROPEAN
ARCHITECTS!**

WHAT ARE THE VALUES?

- Values, Tradition & Heritage
- Sense of Place & Signature Architecture
- Sustainability, People & the Planet
- Cities of the Future & Outstanding Infrastructure
- Baukultur, Liveability & «Built Happiness»
- Responsible Team Players
- Ethical Practice
- Appropriate solutions for local contexts



**ARCHITECTS'
COUNCIL
OF EUROPE**
GUIDE TO
WORKING
INTERNATIONALLY

HOW DO OPPORTUNITIES ARISE?

- **Passive** – Exporting is not part of your business plan. International opportunities arrive unsolicited and you will follow them up if you don't have to go out of your way to do so.
- **Reactive** – You will develop an international offering in response to an opportunity if one arises but your international activity is unplanned and hard to predict.
- **Adaptive** – You are beginning to plan your international trade activity but do not yet have a clear target market strategy. You will adapt your offer to suit market conditions.
- **Strategic** – International trade activity already forms a key part of your business strategy. You are clear about where your business is going financially and have a definite plan for getting there.

WHAT ARE THE BENEFITS?

- **lower cost alternatives** – technical talent and facilities may cost less in many areas of the world and many foreign governments offer significant financial incentives to encourage firms to relocate to their countries
- **foreign talent and drive** – highly talented researchers and technical workers are increasingly available throughout the world
- **easier access to a wider market** – opening doors to new customers, revenue and ideas
- **expanding modernised infrastructure** – many foreign governments are investing heavily in universities, research facilities, transportation systems and telecoms networks
- **favourable business conditions** – involving less bureaucracy and offering more business-friendly tax regimes.

2) READY TO EXPORT?

- Resources
- Skills
- Knowledge
- Management
- Offer



3) RESEARCHING INTERNATIONAL MARKETS

A photograph of three construction professionals in a hard hat and safety vest reviewing blueprints on a construction site. The background is a blurred construction site with a red and white striped barrier.

- Determining selection criteria
- Researching target market
- Understanding the differences
 - Regulatory and legislative environment
 - Ways of running businesses
 - Culture
 - Climate
 - Competitors
 - Funding

4) PLANNING AND MARKET ENTRY

- Developing a strategy
- Planning finances
- Assembling human resources
- Planning marketing issues
- Planning presence
- Monitoring
- Partnerships
- Contractual matters



5) FINANCE

- Assessing costs
- Financing activities
- Traditions in business
- Risks and mitigations
- Useful local information

