

Northern Ireland: Quick Facts

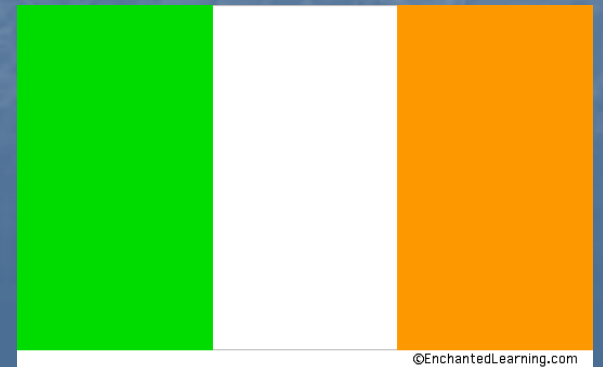
Capital– Belfast

Language – English, Irish, Scots

Religion – Catholic and Protestant

Government – Socialism or “Mixed”
economy

Currency – Pound Sterling



Key Economic Indicators

- Population → 1,697,000
- GDP → 19,108 million
- Unemployment → 5.8%

Figures from 2002

The Economy

- UK – leading trading power & financial center
- Agriculture
- Natural Resources: Oil, Gas & Coal
- Services: Banking, Insurance & Business



Business Education Initiative (BEI) Program

- Management Development Program
- Protestant & Catholic church officials
- Began in 1994/95 academic year
- Endorsed by Bill Clinton
- 100 US institutions
- Financed by Government



BEI Program Aims

- Develop future managers for N.I.
- Develop business & management skills
- Improve core skills
- Provide students with an outward looking, international experience
- Raise economic & cultural awareness of N.I. in the U.S.

What Americans Need to Know

- Pubs
- A "Cup of Tea"
- Greetings
- Christian name
- Difference between Britain & UK
- Language & Communication





South Korea: Quick Facts

- Capital – Seoul
- Population – 48,422,644
- Language – Hangul (Korean)
- Religion – Christian, Buddhism, Confucianism
- Government – Republic, European civil law systems, Anglo-American law, and Chinese classical thought
- Currency – Won



The Economy

- GDP per capita is \$19,200
- GDP per capita is 14 times N. Korea's and equal to lesser economies of the E.U.
- Imports – machinery, electronics, oil, steel, transport equipment, organic chemicals and plastics
- Exports – Semiconductors, wireless telecom equipment, motor vehicles, computers, steel, ships, petrochemicals



What Americans Need to Know

- Relationship orientated
 - Cold calls don't work
- Very warm and helpful
- Business Cards are important
- Punctuality is appreciated
- Formal and reserved
- Handshaking or hugging
- Social hierarchy of respect
- May ask questions of a personal nature
- Driven



France

- Capital Paris
- Government
 - President Jacques Chirac elected by popular vote 5 yr term
 - Prime Minister Dominique de Villepin
- Population
 - Total 63,056,200
- Currency
 - Euro



The Economy

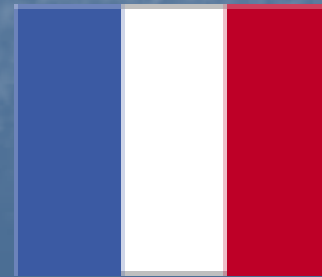
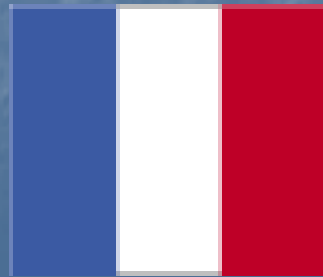
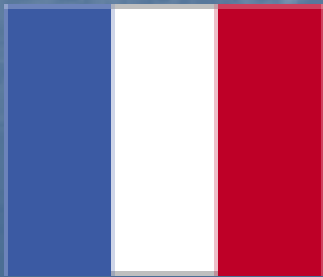
- GDP Total (nominal) 2.003 Trillion
- 5th largest economy in world
 - Exports machinery, aircraft, plastics, chemicals, iron, steel, pharmaceutical products and beverages
 - Imports machinery, vehicles, crude oil, plastics, chemicals
- Labor Force
 - Agriculture 4.1%, Industry 24.4%, Services 71.5%
- Unemployment Rate 10.1%

The Economy Continued

- Number 1 tourist destination in the world
 - Paris
 - Beaches, seaside and ski resorts
 - Climate cool winters and mild summers
- Leading agricultural producer in Europe
 - Wheat, sugar beets, potatoes, wine grapes and potatoes

Demographics

- Most populous country in Europe
 - Population growth rate .37%
 - Life expectancy 79.6 yrs.
- Religions
 - 83 to 88% of population is Roman Catholic



What Americans Need To Know

- French National Association of Business Incubators
- Importance of Wine and Food
- View of Americans
- Courteous and formal
- Handshaking is customary
- Etiquette is important
- Discretion with personal habits
- Professional attire
- Business Ethics
 - Bribery
 - Termination

Japan: Quick Facts

- Tokyo, capital of Japan
- Population – 127,417,244
- Life Expectancy 81 years
- Labor Force – 66.97 million
- Constitutional Monarchy w. Parliament Government
- 10 ports and harbors



Interesting Products

- Squeeze and Eat Convenience
- Plastic pouches with screw off caps
 - On-the-go food packaging



- Washi

- Japanese paper
- stronger, durable, elastic, breathable and translucent in comparison to western paper



- Rent-a-Cycle

- Inexpensive, efficient means of transportation
 - Non-air pollutant versus cars
- Excellent way to move and tour around the city



The Economy

- GDP – real growth rate 2.9%
- Inflation Rate -0.1%
- Agriculture
 - Rice, sugar beets, vegetables, fruit, pork, poultry, dairy, eggs, fish
- Exports:
 - Transport Equipment, motor vehicles, semiconductors, electrical machinery, chemicals

What Americans Need to Know

- Table manners
- Collective group thinking
- Sensitivity to interactions with others
- Eager to learn English
- Union make-up
- Gift giving is expected
- Business cards are important
- Avoid slang
- Be punctual
- No such thing as a “working lunch”

Brazil: Quick Facts

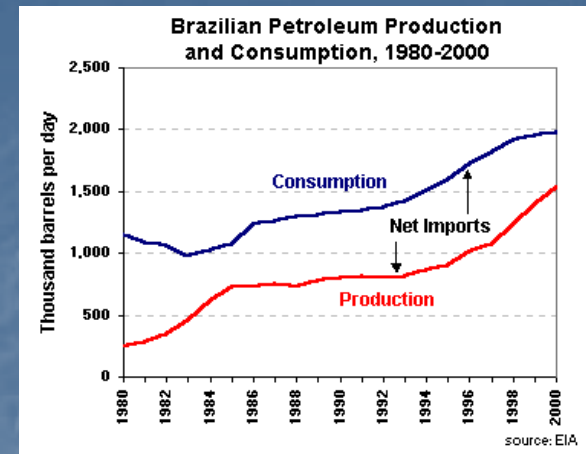


- Capital City: Brasilia
- Population: 158,739,257 (July 1994 est.)
- Religion: Roman Catholic ~ 70% of population
- Languages: Portuguese (official), Spanish, English, French
- Government; federative republic
- Climate: tropical, temperate in south
 - The Amazon rainforest occupies one third of Brazil
- Currency: Real



The Economy

- Exports:
 - iron ore, soybean bran, orange juice, footwear, coffee, motor vehicle parts
 - total value: \$53 billion
- Imports:
 - crude oil, capital goods, chemical products, foodstuffs, coal
 - total value: \$61.4 billion
- **Brazil real = 0.451223 U.S. dollars**



What Americans Need to Know

- Social Norms
- Tipping
- Prohibited Items
- Pace of Negotiation is Slower
- Coffee During Appointments
- Lunch/Siesta is Usually Two Hours

“You will not disarm your foreign hosts simply by showing you understand their culture; your actions must prove that you have entered their world.”

Harvard Business Review Oct. 2004