

SEP  
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SOLD OUT  
FREE EVENT

# Business Culture Workshop: USA and Canada

by Business Culture Workshops - DIT West Midlands

# Business Culture

A free workshop to learn about the business culture in top export markets

Free

Business Culture Workshop: USA and Canada  
Thu 20 September 2018, 09:00 – 12:30 BST

Sold Out

DETAILS



**DATE AND TIME**

Thu 20 September 2018  
09:00 – 12:30 BST  
[Add to Calendar](#)



**LOCATION**

KPMG  
1 Snow Hill Queensway  
Birmingham  
B4 6GH  
[View Map](#)



## DESCRIPTION

### What could be more rewarding than seeing your company grow beyond borders...

The US is Britain's largest trading partner. Working with Americans can be costly if you make irreversible mistakes, as there are many communication and cultural challenges for SMEs and new exporters that can create barriers.

The UK exported £8.2 billion of goods and services to Canada in 2016, making it the UK's eighth biggest export market outside the EU. The UK is Canada's seventh largest source of goods imports and second largest services trading partner.

Canada is geographically connected to the USA but there are distinct cultural, communication and language differences.

This Business Culture masterclass, will help you to understand the differences in business conduct in the two bordering markets and will give advice on how to avoid pitfalls.

#### The training will cover:

- different business and economic environments
- business communication and negotiation styles
- challenges and solutions for doing business
- understanding and overcoming common pitfalls
- ease of doing business
- market entry
- US e-commerce and how to be successful
- Canadian e-commerce and how to be successful
- US and British English language differences
- Canadian language differences

If you would like any additional information prior to registering you can contact our dedicated Language & Culture specialist, as detailed below:

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