

DEFFENTI
& QUEIROZ
LAWYERS

Issues to consider when entering a foreign market



Prepare a Checklist

- Many variables
- Research as much as possible online



*Minimising variables is key
for assessing risks versus
rewards.*

Internal Analysis: Are you ready?

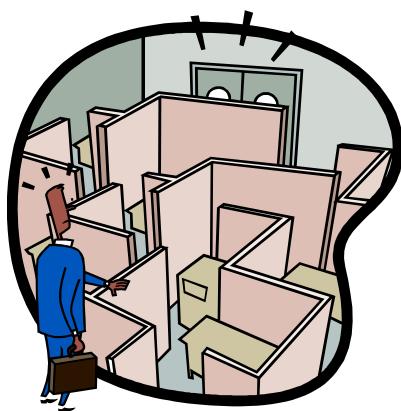
- Does your company have the required skills, experience and commitment of management and staff?
- Is your product, service or IP right competitive internationally?
- Have you set aside adequate funding?

Entering a foreign markets to resolve internal problems is like having a baby to save a marriage.



External Analysis: Product, Service, IP Right

- Complexity
- Approvals
- Ongoing compliance



The more complex the product or service, the higher the compliance costs and the longer the time required to enter the market.

External Analysis: Other Parties

- Who am I doing business with?

*Know who you are dealing with
before you commit to anything.*



External Analysis: Getting Paid

- Costs of international dispute resolution are astronomical
- Litigating is time-consuming and stressful

Possession is 9/10 of the law.

Relationships are key but companies change.

Clear rules will help your client.



External Analysis: Pricing

- Many hidden costs and uncertainties
- Tax minimisation is part of the game (but evasion is not!)

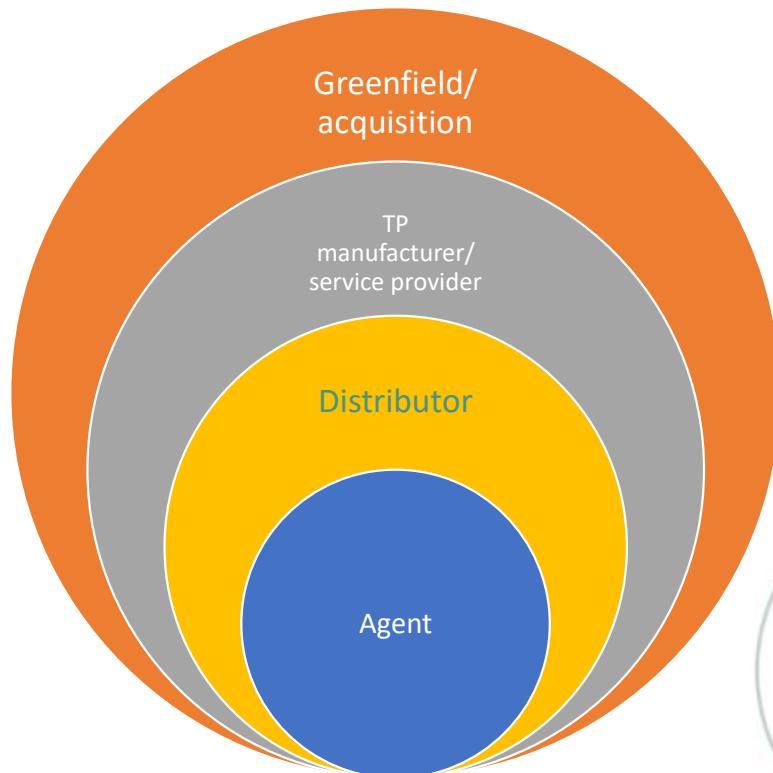


Taxes (and regulations) are shields as much as they are swords.

External Analysis: Market Presence

- The more presence, the higher the commitment (and, thus, the risk)

Keep an open mind but assess the risks involved



Thank you!

Fabiano Deffenti
fdeffenti@deqlaw.com.br

