



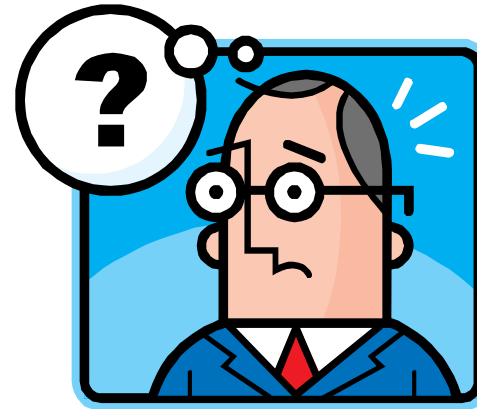
# *Issues to consider when entering a foreign market*



## 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?

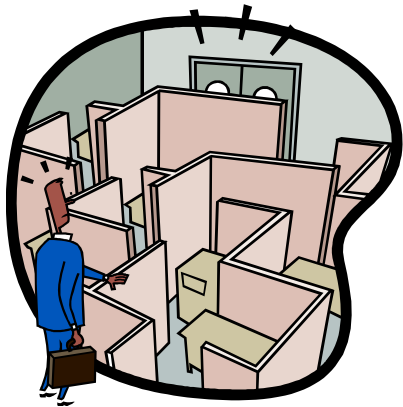
- Does your company have the required skills, experience and commitment of management and staff?
- Is your product, service or IP right competitive internationally?
- Have you set aside adequate funding?

***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!)

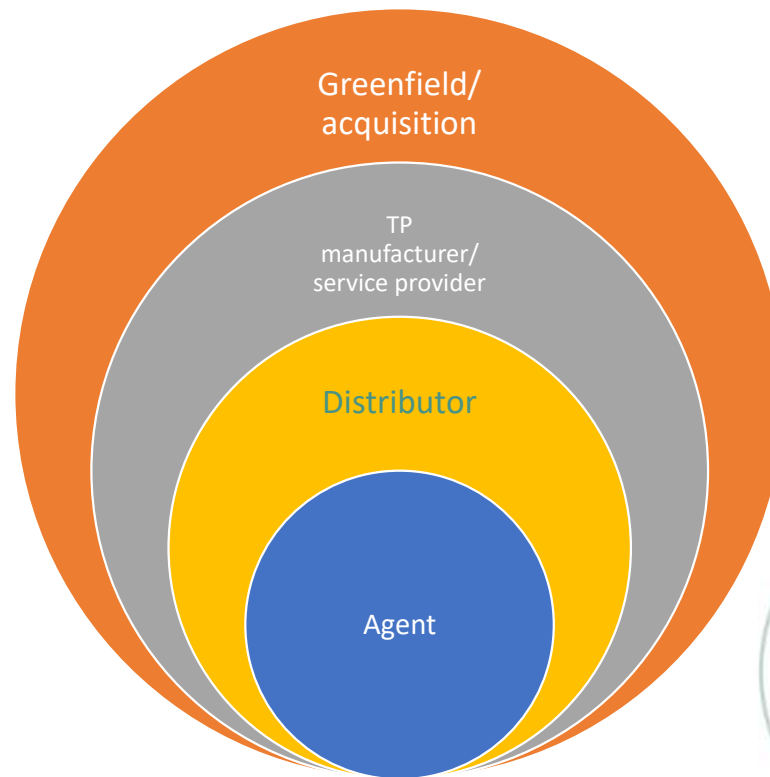


*Taxes (and regulations) are shields as much as they are swords.*

# 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!

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