

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.

**Attracting Investment**

Start-ups are booming in the global economy, but how they attract global investment may require a change in mind-set, shifting from “what do I need?” to “why should they invest with me?”. Some things these small businesses should consider include:

1. Putting yourself in the investor’s shoes before speaking up.
2. Understanding the investment interest of the target audience, their cultural background and value concept.
3. Attending international / industry conferences and events and networking with people from diverse cultural background.
4. Viewing risks from the investor’s point of view – unfamiliarity with the specific market, legislation, tax systems, etc.
5. Addressing investor’s needs and helping to bridge gaps.
6. Thinking rationally why they wish to invest in your business and what the major benefits to them are.
7. What are the value propositions at play and could you let go of some things that are so important to your investor, to trade-off and achieve a win-win outcome?
8. Keeping your business documents neat, concise, and in the appropriate language for the target audience. This ensures a faster response.
9. Information to include in presentations – passion for their business sees small businesses put excessive information into their first presentation to a foreign investor. This can be perceived as aggressive or desperate. An initial presentation should be no more than your corporate introduction, marketing position, board and management structure, major projects or products summary and your contact details.

To present yourself successfully to an Asian investor or potential partners, Intlang has the expertise and can help you work through all these considerations and more. Please contact the Intlang office to book a meeting with Gloria Zhang – our cross-cultural communication and marketing specialist (5 June 2018).

AFFILIATED ASSOCIATION

SUPPORTING ORGANISATION

**1800 984 880 | +61 8 9481 8917****The International College of Communication (ICC)**
Global Skills 全球技能，走遍世界！**Australian Association of International Business****INTLANG CORPORATE CONSULTING PTY LTD****SUITE 8, 90 KING STREET
PERTH, WESTERN AUSTRALIA, 6000****INFO@ICC-AUSTRALIA.COM.AU****WWW.ICC-AUSTRALIA.COM.AU**