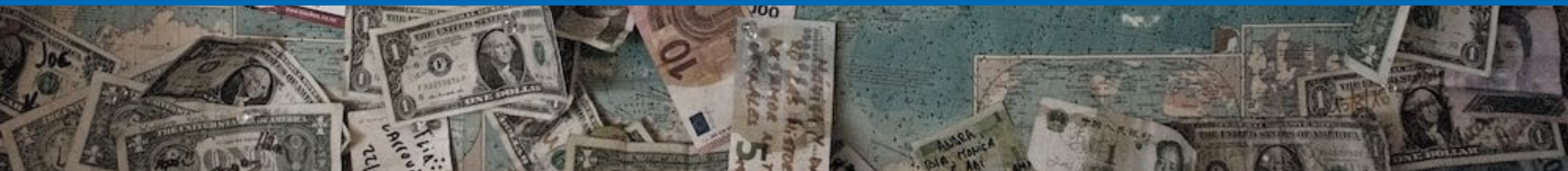




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# Sciencepreneurs and their (inter-) cultural challenges when expanding businesses abroad

Victoria Galán-Muros, Chief of Research and Analysis, UNESCO IESALC



# GOING ABROAD

**TO GO OR NOT TO GO?  
WHY? WHY NOT?  
WHEN? WHERE?  
WHAT ARE MY CHANCES?  
WHAT SHOULD I BE AWARE OF?**



# Factors influencing a business ability to go and succeed abroad



**Economic**



**Social**



**Political**




**Legal**



**Cultural**



# CULTURE IS A VERY BROAD CONCEPT



# CULTURAL AWARENESS IS CRITICAL FOR A START-UP



# A CULTURAL PITFALL CAN BE FATAL FOR A START-UP



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# Ethnocentricity & cultural relativism

# Context cultures

## High

Communication and interactions attach great importance to everything that surrounds the explicit message, including interpersonal relationships, non-verbal cues, physical and social settings, and shared cultural meanings.

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## Low

Analytical, action-oriented, and concerned with the individual. Communication is often explicit, efficient and linear in their logic. Not much background information needed



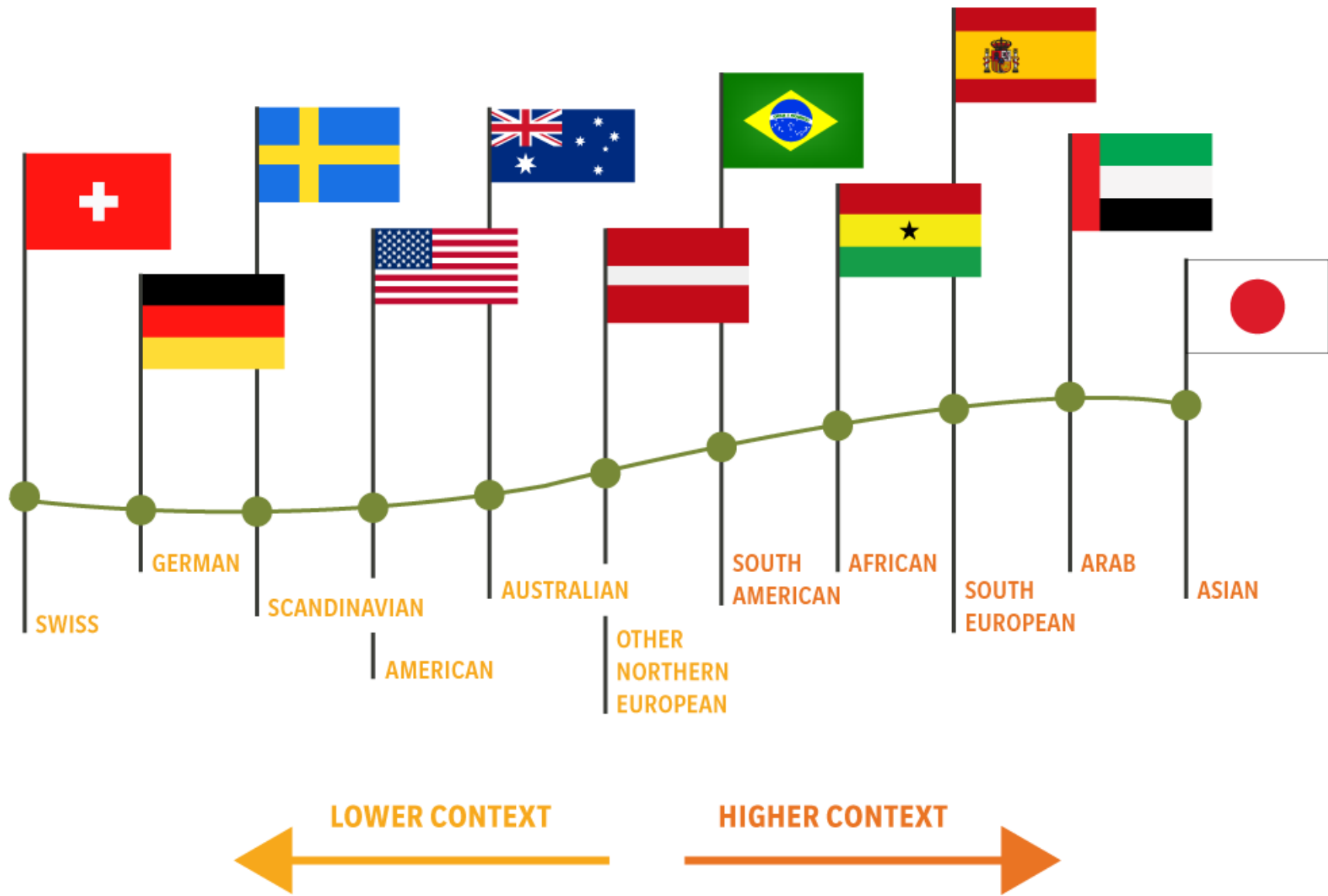
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# GENERAL CULTURAL CONSIDERATIONS FOR START-UPS

*(applied for costumers, partners or investors)*

# Verbal communication

DANKE!

THANK YOU!

MERCI!

GRAZIE!

GRACIAS!

DANK JE WEL!

• • • • •

**Spoken languages**

**The context of the  
language**

**Language formality**

# Non-verbal Communication

- 
- Physical space/Distance
  - Gestures
  - Eye-contact
  - Face expressions
  - Posture
  - Symbols/shapes
  - Colors



What is the role of women in society? Are they involved in business? To what extent? How do female consumers behave?



**Religious values can determine  
business and purchasing  
decisions**

**religion shapes market and  
consumer behaviour**

## Low literacy level can:

Increase language barriers

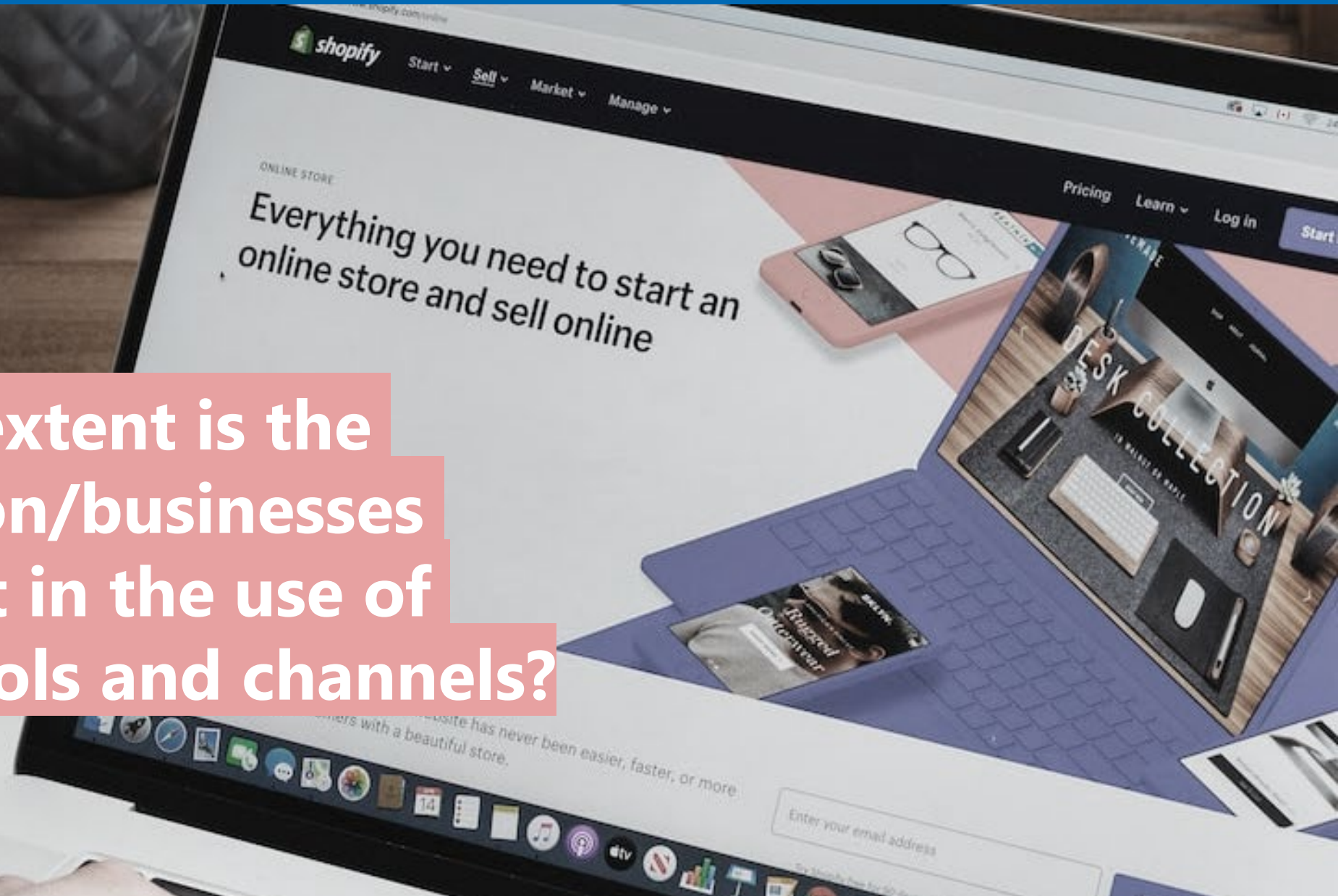
Makes it difficult to reach potential customers

Makes harder to find qualified employees

Require businesses to adapt their marketing strategies

# Digital literacy (and access)

To what extent is the population/businesses proficient in the use of digital tools and channels?





# Attitude to risk



To which degree are consumers/ partners/  
investors risk takers or risk averse?

# The concept



- For meetings
- To get your product/service on time
- Long-term thinking

# of time

# Individualism vs collectivism

**What is the importance of community vs the well-being of individuals?**









How do people in a society/organization relate to each other on a hierarchical state?



# Do you know which is the strongest country brand?

# Country Brand Perception

## FutureBrand Country Index 2019

Ranking		Country	World Bank Ranking	Region
2019	Point Change from 2014		2019	
1	=	 Japan	3	Asia Pacific
2	+4	 Norway	28	Europe
3	-1	 Switzerland	20	Europe
		 	22	Europe
			42	Europe

**Nation Brands**  
**2022**

The annual report on the most valuable and strongest nation brands  
September 2022

2 - Switzerland

“Switzerland’s country brand also ranks among the top five nations across all brand Experience dimensions (Tourism, Heritage & Culture, and products and services Made In) this year.”

“Ranking third in our Made In dimension is particularly noteworthy. In Weber’s social listening report, Switzerland is the only country that saw Making Products of High Quality among the top five topics, both globally and locally”

- FutureBrand Country Index 2019 -



# Country Brand Perception

How would your company/product be perceived in your target country based uniquely on your country of origin?



"Switzerland's country brand also ranks among the top five nations across all brand Experience dimensions (Tourism, Heritage & Culture, and products and services Made In) this year."


"Ranking third in our Made In dimension is particularly noteworthy. In Weber's social listening report, Switzerland is the only country that saw Making Products of High Quality among the top five topics, both globally and locally"

- FutureBrand Country Index 2019 -

# Not invented here syndrome


How open are the population and local companies to use or buy products, research, standards or knowledge from foreign origin?

Made In  
Albania





# Business Etiquette



How is business done in the country?  
How do people negotiate and set  
partnerships?

# Consumer attitudes and behaviours

What do our customers look for when they buy? What do they prefer?



# Consumer attitudes and behaviours

Towards:

- Quality
- Sustainability
- Healthy
- Price
- Online shopping



# Attitudes towards STI



To which extent do the population embrace science, technology and innovation developments or products?

**ALL THESE ASPECTS WILL HAVE  
DIRECT IMPACT ON**

# YOUR PITCH

- Length
- Details
- Factual
- Figures
- Humor
- Language  
sophistication, etc.



# NEGOTIATION PROCESS

- Counterpart
- Directness
- Timing
- Physical space
- Game plan



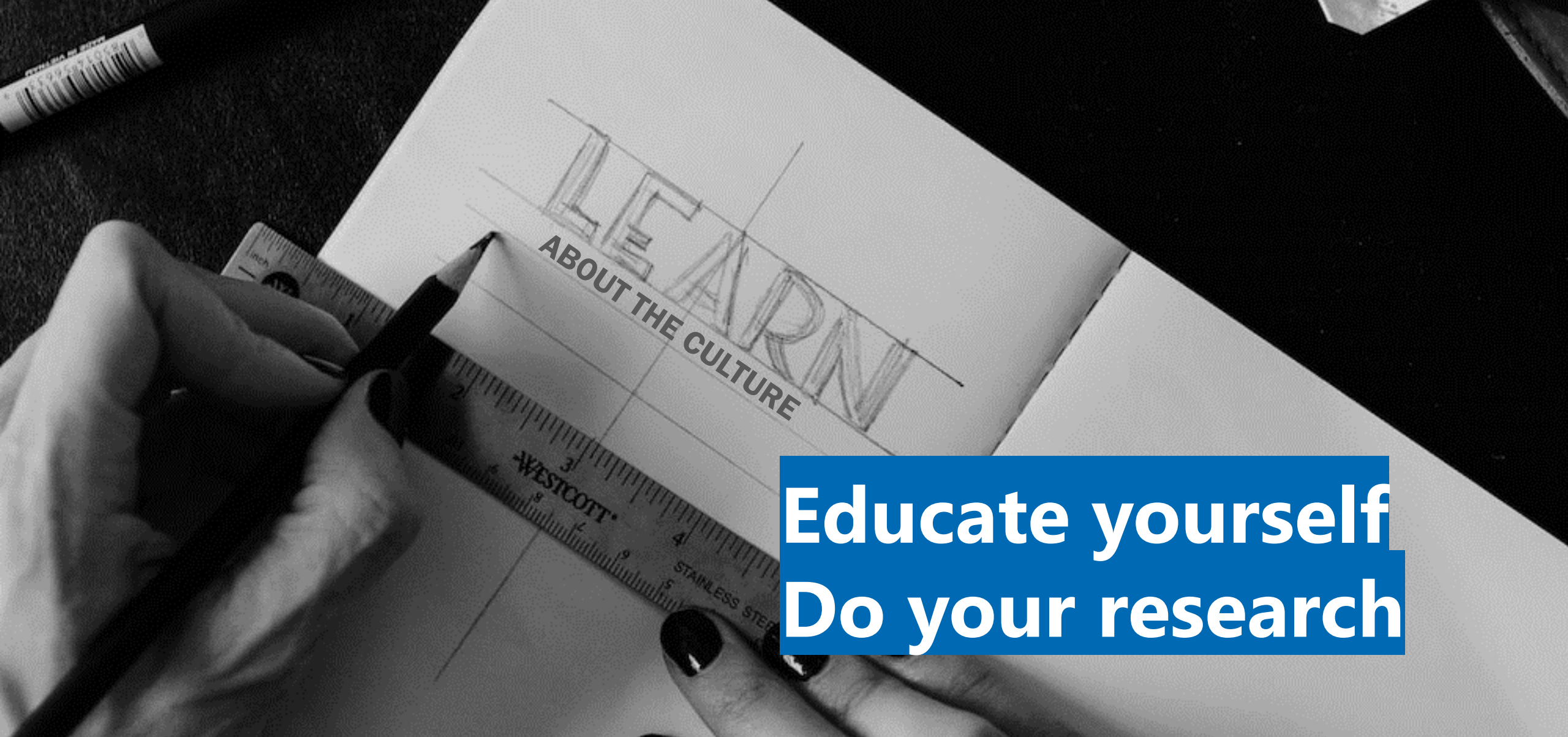
# COMMERCIALIZATION

- To whom?
- Where?
- When?
- How?
- Why?





# SOME INITIAL TIPS TO OVERCOME THESE CHALLENGES



**Educate yourself  
Do your research**



**Make an exploratory  
visit, if possible**



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**Don't assume things,  
ask questions**



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25  
YEARS

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# Communicate Explicitely



**Ensure openness  
and honesty**

# Find a local partner/ally





# Focus on the commonalities





**Embrace diversity**

**Thank you!**

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