

# India

## The Asian powerhouse

### Export sales and cultural awareness

Don't miss the chance of growing your business in one of today's most promising emerging markets. Relocare has **the right contacts** for you.

Relocare's Indian activities started with a **brilliant** MBA exchange student. Amit came from India as an exchange MBA student at Copenhagen Business School.

Relocare became the place where he worked on his thesis for three months. His focus was to conduct our market studio, looking into new **market opportunities**, where the Managing Director of Relocare had chosen the ones she thought were the best countries, and which were not too far away.

By doing so, she made the same mistake as most small and medium size companies do, when they start expanding abroad. They chose what seems to be the easiest.

However as in most cases, "seems to" is not good enough. **Luckily** enough we got Amit. Today Relocare is present in India – where we need to be.

#### We offer

- Development of cultural awareness between western and Indian branches, also in relation to mergers and acquisitions.
- Cross functional team courses in cultural awareness in long distance work
- Culture courses for both the employee and family.
- Sales cultures courses.
- Intercultural coaching.

Contact managing director  
Else Christensen and hear  
how we will meet your  
needs and demands.

**From DKK 5.100,- ex. VAT.**

**relocare**  
it's all about people...

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