

Cu-Factor Introduces Cultural Diversity Trainings, M&A Assistance And European Business Consultancy For Any Company Interested In Doing Business In Europe



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Industry: [Consumer Services](#)

Interested in doing business in Europe? Ever thought about the cultural aspect of doing business in Europe? Do you recognize this as a critical element in the process of securing the right “matching”?



Well, you might be Mister Einstein’s cousin, have the looks and charisma that speak but without cultural intelligence you will fail. In the absence of a clear understanding and respect for one another’s cultural diversities, it will be extremely difficult to assure “full alignment” in the current days of globalization.

The recently founded company Cu-Factor supports companies to “find the right tree in the woods” on the European continent. Their executives have intensive international business experience in various

industries, and will be able to guide you smoothly through this web of complexity.

Their practical "tool-box" covers key business elements to consider for majority of European countries. They provide you no-nonsense consultancy services and practical training sessions.

Cu-Factor will be able to respond to your concerns and questions because:

- Europe does not really exist
- Each country or region has specific rules and behavioral styles
- Some countries only "seem" more or less identical in terms of approach
- It is not just about talking the local language (linguistically)
- You would need to adapt your strategy and process around the focused countries
- A real European process can only work by considering the different local specifics
- Things that would sound normal in country A might not have the same significance or impact in country B
- Local governmental rules might drive success and behaviour

Cu-Factor's proposed offerings are of great benefit for business development, expatriate, organizational or change-management purposes.

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