



Five Tips to Reach Global Markets

SIMPLIFYING THE CHALLENGES OF
EXPANDING INTO NEW MARKETS

Empowering Trust[®]



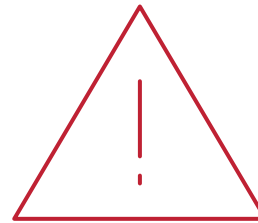
Ready for launch...



After a comprehensive development cycle, the careful selection of supply chain partners and the creation of a solid marketing plan, you are ready to launch your newest product.



Many times, you develop a false sense of security because you are entering markets you already know in countries you are familiar with... everything probably feels fairly straightforward.



If you are ready to launch and did not consider new markets prior to product design, the selection of supply chain partners and other preproduction stages, you may be faced with a bumpy, if not painful process. And, with today's global economy, new markets are likely on your horizon.

In every industry, the market landscape is becoming increasingly global.

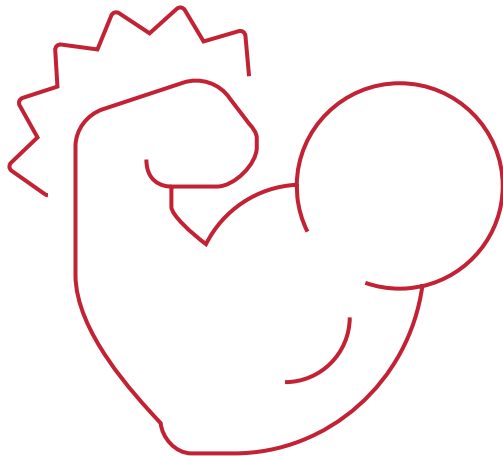
Companies of all sizes are looking at opportunities in various countries around the world to increase market share and find new growth, but the challenges associated with crossing borders can often feel intimidating. From country-specific certification requirements to cultural expectations and nuances, there is much to consider.



UL is familiar with these challenges.



As a global organization with expert staff available in over 40 countries, we can offer localized expertise in every region of the world. As always, knowledge is power and there are five things to consider when discussing the exploration of new global markets.



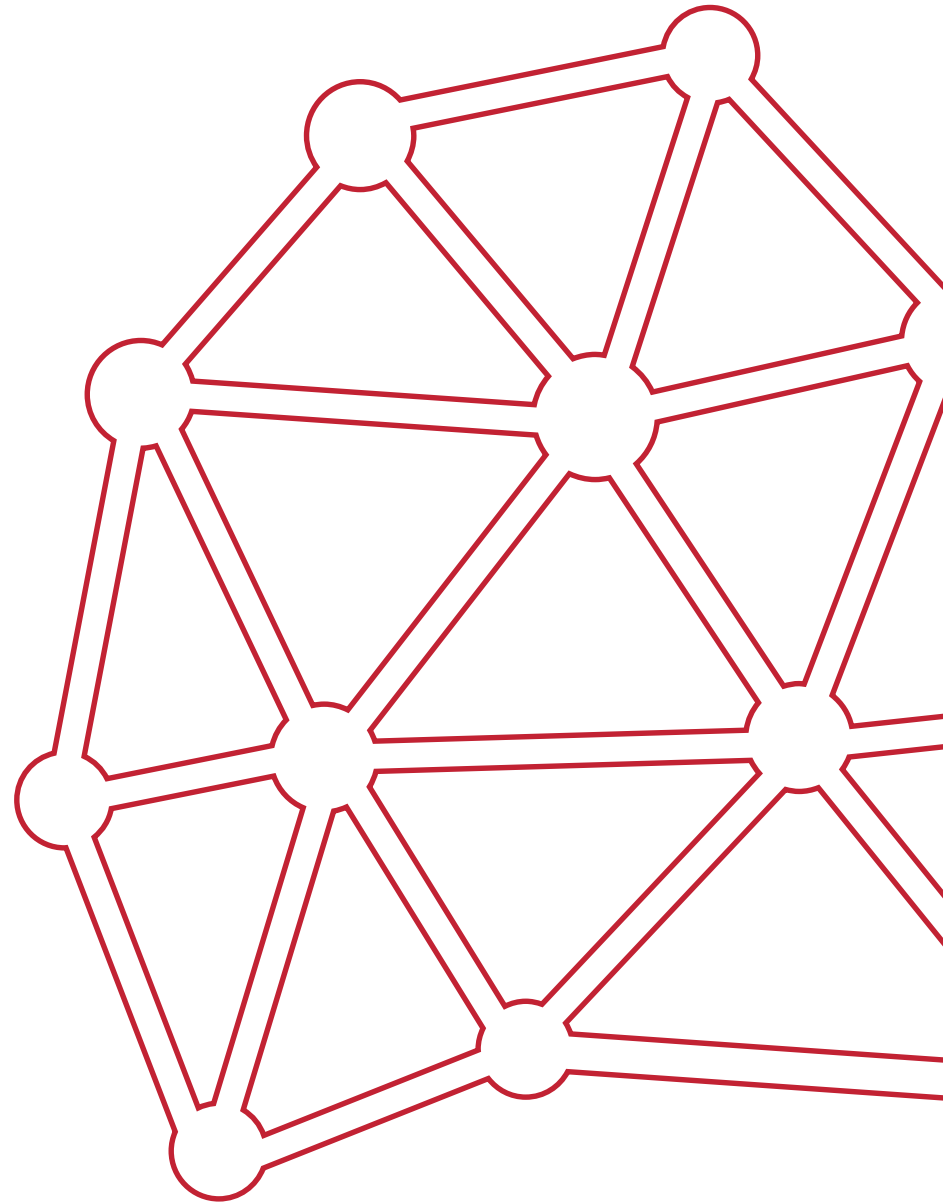
- 1 Lead with the local language**
- 2 Be smart, technically speaking**
- 3 Respect cultural norms**
- 4 Understand documentation requirements**
- 5 Ask for help**

1. Lead with the local language

You might not be required to conduct business in the local language, but it often proves beneficial. First, offering to speak the language is the easiest way to demonstrate that you respect the culture. Second, speaking the local language can smooth communication as it ensures that little things are not lost in translation. In other words, it is often easier to talk candidly in a native language, allowing the conversation to flow more honestly.

2. Be smart, technically speaking

The spoken language is one thing, but the technical language is something else entirely. There's a trend, though very slow, for groups of countries in specific regions to accept a single mark in an effort to streamline certifications and ease the regulatory process, e.g., the CE Mark in Europe and the Gulf Mark (G Mark) for member countries of the Gulf Cooperation Council, but it is never safe to assume that a given certification applies from one country to the next. Additionally, national deviations and national conditions shall always be considered. Mapping the regulatory landscape early in the product development phase can help alleviate surprises that may delay product launch.





3. Respect cultural norms

Cultural awareness and respect goes hand-in-hand with speaking the local language. Business culture often feels similar everywhere, but, even in our more globalized world, many countries maintain a unique business culture with associated traditions and practices. Knowing how to navigate appropriately can help when striving to build relationships. For example, texting is often preferred over email in Africa and there are certain important connotations associated with text and background color in parts of Asia.

4. Understand documentation requirements

If pursuing the proper certifications is half the battle, having the proper documentation when and where you need it is the other half. It is always recommended that you double check required documents and work closely with your logistics partners to avoid costly customs delays and the stress of shipment negotiations.

5. Ask for help

Local contacts and those familiar with a specific region can prove invaluable. UL has staff around the world who can often provide local language support, cultural guidance and regulatory compliance intelligence. Additionally, we remain committed to monitoring and helping shape global compliance requirements.





Global market access comes with its share of challenges, but expanding into new markets doesn't have to be a daunting process. By identifying your goals as early as possible and working with those who have experience navigating the global market, you can begin to expand your reach and find success in new, promising locations.

Visit [UL.com/gma](https://www.ul.com/gma) to learn how UL can help you navigate regulatory complexity and accelerate speed to new markets

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