

## Marketing and selling in/to Europe

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Europe consists of more than 40 different countries out of which 27 are already members of the European

Community. These are the most industrialized countries, however, it will still take some years to form out of them a 'real' community with an easy exchange of people and goods.

The total number of inhabitants reaches today about 500 million inhabitants - an economical factor which can not/should not be overseen in this world.

Of course the 'old' members, like Belgium, Denmark, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Austria, Poland, Portugal, Sweden, Spain, UK and Germany are the driving forces with regard to the further economical development, however, the new members are an additional basis for investment and the general future development of companies from here. This will - in the long run - strengthen as well the 'old' as the new members.

In order for foreign companies not to miss the chances to partizipate in the growing wealth of this region it is important to go there and to offer its solutions.

Such steps should, however, be prepared carefully as there are a multitude of languages and habits in the region.

The best way to do this is the preparation of marketing plans - per country, per part-region and all of the countries headed for - which contain thoroughly researched figures for the potential of available clients, selling partners and/or possible cooperation partners but also concerning competitors, their marketing ways and furthermore possible market niches which could be supplied due the core-competencies of the specific supplier from abroad.

However, everyone deciding to market in/to Europe should be aware that it takes - depending on the products offered - between abt. 6 and 15 months to reach first results which then can be the basis of a permanent success.

Nevertheless, this region is worth every effort as the outlook is quite bright and the European Community members all have realized their general potential.

Michael Richter - International Marketing- and sales consultant - concentrates for more than 35 years on marketing and selling of investment goods and long-lasting consumer goods to/in all 5 continents - since 1991 he works as an independent marketing consultant, especially for SMEs worldwide.

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