

Silver Advantage **Consulting Alert**

Technology is Making Global Business Easier

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As an International Business Advisor, I appreciate how much easier it is to conduct business outside the US borders. We have all seen the growth in business with manufacturing in Asia, imports and exports of every product imaginable in every part of the world. One of the biggest reasons international commerce continues to grow at such a fast pace is technology.

Let's start with internet sales. Consumers and businesses are no longer limited to what they can buy locally. Not only do businesses sell products on their own website, but also on sites such as Amazon and eBay or on various television shopping networks.

As an International Business Consultant, I can promote my services through my company's website, social media, a blog, a webinar or a podcast.

The publishing industry distributes electronic versions of newspapers, magazines and books.

We can communicate through emails, texts, social media posts, blogs, Skype and other forms of teleconferencing. Instead of sending expensive documents through the mail, we can post them to an online portal, attach them to emails, store them in the cloud or make them available on a website. Even signatures can be electronic.

I only have to search "What time is it in Paris, Hong Kong, Johannesburg or Buenos Aires?" to determine the best time for a conference call.

If something is needed right away, take a photograph of it and send it with an email or text.

Language limitations have been lessened by foreign translation software and international keyboards.

When I am traveling, I can use ultra light and strong suitcases with spinner wheels. At my international destination, a GPS system can help me find locations more easily.

My smart phone is my PDA with all my contact information. It also has apps that turn it into a flashlight, a calculator or an alarm clock and it tells me the local weather and currency exchange rates.

WiFi is everywhere. I can access my email while on a transatlantic flight or at a hotel in another country. I can present my PowerPoint presentation anywhere. If I forgot something, it is easily obtained electronically.

Selling and information are 24/7. A custom shirt maker in London can sleep all night and wake up to new orders from other countries in different time zones.

There are cost savings from not shipping documents, lower costs on international telephone rates, travel costs avoided by teleconferencing, avoidance of printing costs through electronic delivery as well as the savings from faster turnaround time. With on-line discount travel sites, best prices on air, hotel and car rental costs can be shopped and booked easily through bundling.

This article has barely scratched the surface on ways technology makes global business easier. Contact me at 847-982-0333 or Stevenh@misco.net if you would like to explore how technology can help you with your global business needs.