



Exhibition & Convention Executives Forum

# A Global Mindset Pays Off Even if You Operate Locally

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EXHIBITION & CONVENTION EXECUTIVES FORUM



# THE GLOBAL MINDSET PAYS OFF

EVEN IF YOU OPERATE LOCALLY





## Answer with ONE word



What destination have you traveled to that changed your perspective?

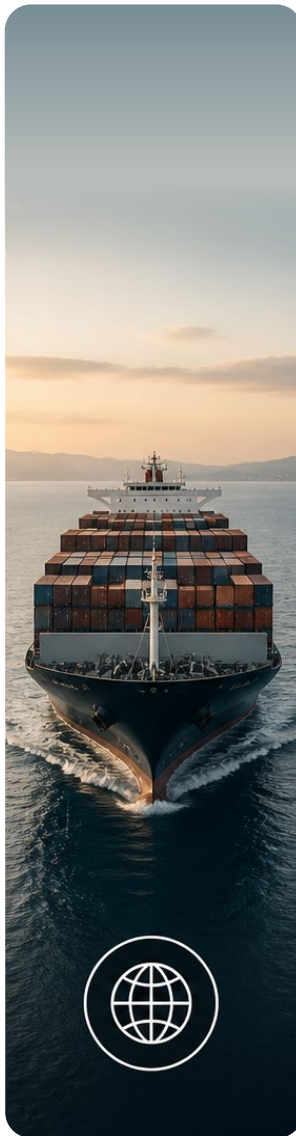
INFORMATION



PEOPLE /  
DIVERSE TALENT



MARKETS



CONSUMER  
BEHAVIOR



ARTIFICIAL  
INTELLIGENCE



THE REALITY



We have more global access  
than ever before - The world  
is at our fingertips

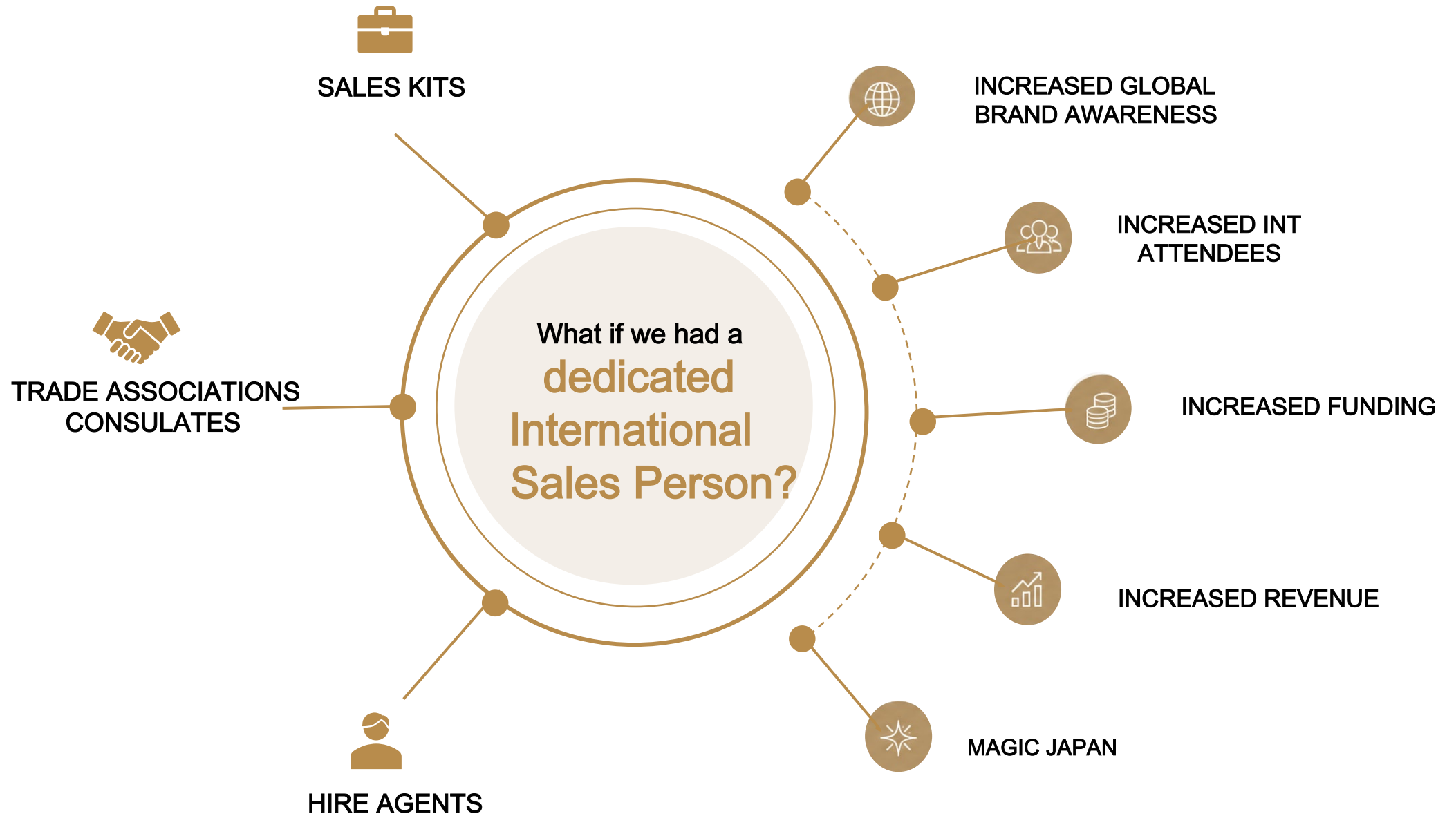




2013

**What if?**

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# Do you work with international Trade Associations or Consulates?



- Yes
- No
- Interested

# The Agent Model

FASTER  
ACCESS

STRONGER  
RELATIONSHIPS

LOWER  
RISK



**Instead of opening offices everywhere  
which is slow and expensive**

**We partnered with people  
WHO ALREADY LIVED THERE**

# 2017

## Fashion By Informa's first International Business Department



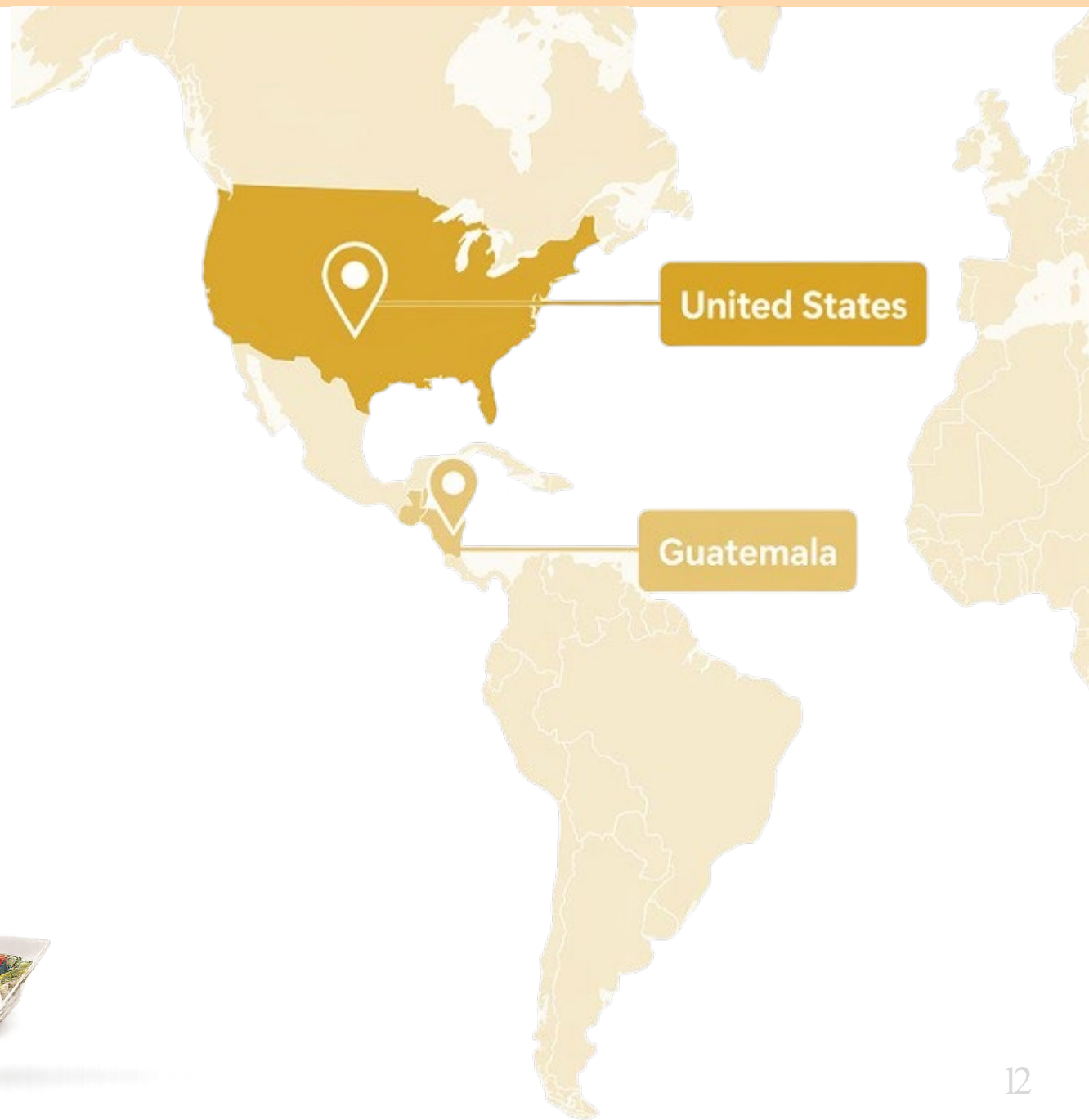
# 30%

## Revenue Growth in first year

The beginning of **consistent,**  
**multi-year acceleration**

- CORE GROWTH DRIVER, not a side effort

# Case Study 1





## Case Study



**MAGIC**  
by informa...

The Biggest risk isn't difference, its..

**MISUNDERSTANDING**

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# WHAT WORKING GLOBALLY REALLY TEACHES YOU



“Yes” doesn’t always  
mean yes



Silence can signal  
respect



Speed looks  
different  
everywhere



Listen beyond words



Build relationships  
intentionally



Respect different  
decision timelines

# THE POWER OF DIVERSE TEAMS

Diverse teams  
are

36%

more likely  
to outperform financially  
- McKinsey

Diverse teams make  
better decisions  
- up to

87%

of the time  
- McKinsey





Global Business is not  
about where you are...  
**IT'S ABOUT HOW  
THINK**

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Pregunta

Frage

سؤال

问题

?

# Questions?

Fråga

Domanda

質問