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**Don't complain!**

If you want a sustainable business and if you want to grow, you must export to the emerging markets.

Business leaders in emerging markets often ask me “Where are the Brits”? And money is not the issue; they want and expect to pay a premium for British products and services, as shown by the exceptional sales by Rolls Royce this year.

The power economies and world wealth are moving back from West to East. Forward thinking and foresighted business owners and entrepreneurs have been exporting and developing their business model to reflect the vast growth for the past 20 years or more, it should now be business as usual for all. Any business leader that has not or is not aware of the change in global economics must surely have his or her head in the sand. It is not an excuse to say “I need to sort out my UK business first”. Western markets are flat and shall not return to their 0.48% average growth rate for many years, maybe decades. Time stands still for no one, and money thrown away in developing UK market growth is wasted monies that could be spent for far greater returns on other markets that have seen year on year growth of 10% or more.

There are risks and costs, like any business venture, but well planned and with the right support you will not look back. Many companies find that most of their sales revenues come from Emerging Market growth once they have taken the plunge. And it is not just products that they want, there is a whole list of soft and service driven ex-portables. My tips:

* Have clear objectives
* Set aside a budget
* Use expert help and support

Using expert support will reduce your costs, time to market and risks to a fraction. Expertise, such as in putting contracts together, protecting IP, and exchange rate mechanisms, and trade advisory firms who have established local networks are all essential resources.

So my advice is, by all means squeeze all you can from improved processes and focusing on your prime accounts and use best of breed sales methods in the UK. But for low hanging fruit, for real returns, look to the emerging markets where the new super economies are. If you want to grow a sustainable business, and want to know how Baroni can help you, please contact us and claim your free 2 hour consultation.

