

2010

GO: Global Opportunities



**Metro
Atlanta
Chamber** 

**Global Commerce
Council**

Global.MetroAtlantaChamber.com



WHAT IS GO?

GO (Global Opportunities) is an innovative new program from the Metro Atlanta Chamber that will empower local businesses to expand their global reach and capitalize on international business opportunities.

GO is a one-of-a-kind program focused on global business development and global talent development. **GO** is designed to assist companies that wish to expand internationally by building the necessary global business skills within their team, and by providing the forum to explore international business opportunities.

GO may appeal to many different organizations in the metro Atlanta area, and **GO** differs from a university, corporate training or academic program since the foundation is global business development. **GO** facilitates the process to:

- Identify and solve real global business issues (e.g., market entry strategy, supply chain difficulties, multicultural team dynamics)
- Enhance global competencies to succeed in global business (e.g., multicultural awareness, cross-cultural negotiations)
- Build business relationships with subject matter experts locally and in market (e.g., university faculty, industry experts)
- Learn by engaging with executive coaches and global business leaders locally and in market

“**GO** (Global Opportunities) is an excellent program for any company wanting to expand its business globally. International business opportunities abound, but doing business in foreign markets is extremely complex. **GO** works to build our local base of globally competent managers and executives, who then will be able to successfully navigate foreign markets, seize those business opportunities and help our companies grow.”

- John Loomis, VP-Human Resources, GE Technology Infrastructure



WHO should GO?

Companies that need to:

- Build globally capable managers
- Overcome and understand multicultural differences
- Grow their global reach
- Increase market share in target markets
- Improve global competitiveness

Executives who would like to:

- Enhance global business skills
- Build local and global relationships for business
- Learn about the complexities of expanding to an international market

GO is designed to appeal to a broad range of individuals, businesses and organizations in the metro Atlanta area. If you can relate to any of the above descriptions, then **GO** could benefit you and your team.

WHY GO?

Benefits:

- Accelerate and drive your business results related to global growth
- Develop business opportunities and strategic relationships in global markets
- Work in a safe, structured environment to address real strategic global business issues
- Gain exposure and insight to complexities of doing business globally
- Leverage opportunities provided by **GO** to connect with local and global business executives you might not be able to reach on your own

GO was designed with global business development in mind. Global business opportunities exist for metro Atlanta companies, but they first need to have the right resources and skills in place to seize these global opportunities.

GO will empower local companies and executives to “go global” by enhancing their know-how to tackle global markets and the complexities inherent in global business.



WHAT to expect from **GO**?

GO provides benefits for both the company and the individual.

What will you gain by participating in **GO**?

- Obtain feedback and coaching to support individual growth and global business action planning
- Expand understanding of real-world issues that affect global business development
- Gain first-hand, on-site exposure to managing the complexities of the global business marketplace
- Develop relationships with business leaders, government officials and service providers in home and target markets
- Build understanding and awareness about multicultural dynamics and economic and legal paradigms that affect business success in the target market

What will you take away from participating in **GO**?

- A completed global leader competency assessment with a feedback report and a development plan to enhance global business and leadership skills
- An action plan for tapping opportunities for business growth at home and in the target market
- Local and global contacts to continue networking and building relationships long after the program is complete
- An opportunity to develop long-lasting relationships with other program participants
- An invitation to participate in future **GO** programs



HOW does GO work?

Requirements to participate in **GO**:

- Have a relevant global business issue that you and/or your organization wish to address (e.g., market entry strategy, supply chain/logistics difficulties, multicultural team dynamics).
- Identify a sponsor/mentor within your organization who will champion your participation in **GO** and support your efforts and personal growth (*waived for company owners and entrepreneurs*).
- Willing to commit the time and effort to attend all sessions, participate in the field experience, complete all session pre-work, work with your executive coach and make a final presentation of your findings.

GO is built upon four key principles:

Global Business Development - GO connects you with industry and market experts and experienced business executives both locally and in market. You can learn from their experiences and expertise to enhance your strategy to seize global business opportunities.

Global Talent Development - You will complete a global competency and peer assessment and work one-on-one with your executive coach to define opportunities and challenges for your organization in target international markets. You will also engage in highly interactive discovery sessions led by international business experts.

Action Learning - GO provides a safe, effective environment for you to learn by doing. Action learning principles are the backbone of the **GO** program design. You will combine workshop lessons with hands-on exposure to the target market, all in a controlled environment.

Cultural Experience - You will obtain actual field experience in an international market during the **GO** program. Your first-hand experience provides the opportunity to gain exposure and insight into a foreign market and to test theories and abilities in a safe, controlled environment. You will also meet with experts and business executives to learn about the complexities and dynamics of the market. The target market for 2010 is China.



What is the structure of **GO**?

The **GO** program consists of several interactive workshops, meetings, and a field experience that span a period of approximately five months from start to finish. The time commitment from each **GO** participant will include one day for each session, as well as time in between for pre-work and meetings with your executive coach. The exception is the field experience, which will require a two-week block in September 2010 for travel to China.

GO 2010 plan includes, but is not limited to:

Orientation (one day)

- Introduction to the **GO** program
- Discussion: Critical skills to succeed in global business

Discovery Session I (one day)

- Course: Global Strategy
- Course: Global Brand Management

Discovery Session II (one day)

- Course: Leading Multicultural Teams
- Course: Cross Border Negotiations

Workshop: Trip Preparation (one day)

- Trip Logistics
- Panel Discussion: What to expect on the trip

Field Experience (13 days): see trip itinerary section

Discovery Session III: Moving Ideas to Action (one day)

- Participant Presentations
- Discussion: Lessons Learned & Best Practices

- You will meet featured executives from global companies including **GE, Crawford & Co., Georgia-Pacific, Solvay Pharmaceuticals**, and others.
- We're also partnering with local universities including **Georgia State University, Georgia Tech** and **University of Georgia** to bring together leading experts on global business.



GO CHINA 2010

The target market for the field experience in 2010 is China.

Why China?

- China has an **expanding economy** with 9.5 percent (est.) growth for 2010
- China remains one of the world's **most complex** business environments - a perfect market from which to learn
- China's middle class continues to fuel **growing consumer demand**
- China's investment in infrastructure is **creating business opportunities** for many diverse companies from around the world

Field Experience Itinerary:

Sept. 10 (F)	Depart Atlanta
Sept. 11 (Sa)	Arrive Shanghai
Sept. 12 (Su)	Shanghai: Cultural Tour
Sept. 13 (M)	Shanghai: Business meetings
Sept. 14 (Tu)	Shanghai: Business meetings
Sept. 15 (W)	Shanghai: Business meetings (Evening transfer to Wuhan)
Sept. 16 (Th)	Wuhan: Business meetings
Sept. 17 (F)	Wuhan: Business meetings (Evening transfer to Beijing)
Sept. 18 (Sa)	Beijing: Cultural Tour
Sept. 19 (Su)	Beijing: Cultural Tour
Sept. 20 (M)	Beijing: Business meetings
Sept. 21 (Tu)	Beijing: Business meetings
Sept. 22 (W)	Depart Beijing / Arrive Atlanta

Beijing - the capital of the People's Republic of China and serves as the nation's political, economic, travel, cultural and transportation center.

Shanghai - China's most comprehensive industrial and commercial city, ranking number one in population and population density, and as a sea port, science and technology center and business center.

Wuhan - the capital of Hubei province and one of the six biggest cities in China. Wuhan has become the important comprehensive industrial, financial, commercial, educational and scientific research center in the central part of China.

Investment to **GO**

Program Fee

The fee to **GO** is \$2,275/person and includes executive coaching during the program, all discovery sessions, workshops and global assessments. All travel expenses are separate and your responsibility.

Travel Investment

All travel expenses related to the field experience are your responsibility. The Metro Atlanta Chamber has negotiated packages to fit various budgets that include airfare, lodging, meals, ground transportation, cultural tours, visas and required vaccinations. Please contact Karen Holladay at kholladay@macoc.com or 404.586.8441 for more details.

Deadlines

The application for **GO** is available online at our web site -

Global.MetroAtlantaChamber.com

Simply click on the button for **GO** (Global Opportunities) to access the PDF application.

Applications for **GO 2010** are due by **Friday, May 7, 2010**.

You may submit your application to:

Ric Hubler

Director, Global Business Growth

Email: rhubler@macoc.com

Fax: 404.586.8464

For more information on the **GO** program, please contact Ric Hubler at rhubler@macoc.com or 404.586.8455.



**Global Commerce
Council**

Global.MetroAtlantaChamber.com