



Imperial standards: Learning how to conduct business effectively in a new country

Our client

Imperial Tobacco is a leading international tobacco company with a global market footprint spanning more than 160 countries and a unique portfolio of brands and products. The company is brand leader across the EU in many tobacco product categories and also operates a logistics business with operations in Spain, France, Italy, Portugal and Poland.

The brief

Relocating a senior manager from Hungary to the UK, Imperial Tobacco needed their employee to undertake an in-depth cultural briefing to fully prepare him for life in his new environment. In his new role, the Hungarian national was required to manage and report to British citizens and although he had experience of living and working internationally – including spending time in the USA, Spain and Germany - he had not previously lived in the UK. He was keen to get a better understanding of British culture, to engage with the expat community and, as a keen motorcyclist, he was also interested to find out about travelling around the UK.

Solution

Using information supplied by his employer, **expatknowhow** created a personalised training programme, '**Conducting business effectively in the UK**'. Training was delivered face to face with the appointee at his office in Bristol. As well as covering the etiquette of doing business in the UK, it anticipated specific issues he may encounter in his new role as well as addressing some of his personal questions relating to UK culture.

Outcome

Feedback from the appointee has been extremely positive and all indications are that the training has helped him settle quickly and smoothly into his position and to life in the UK.

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