



RPOC

NEW ORLEANS



June 2nd - 5th, 2024



New Orleans, US

Succeeding in International Markets



A Presentation by Lohfeld Consulting Group | 3 June 2024

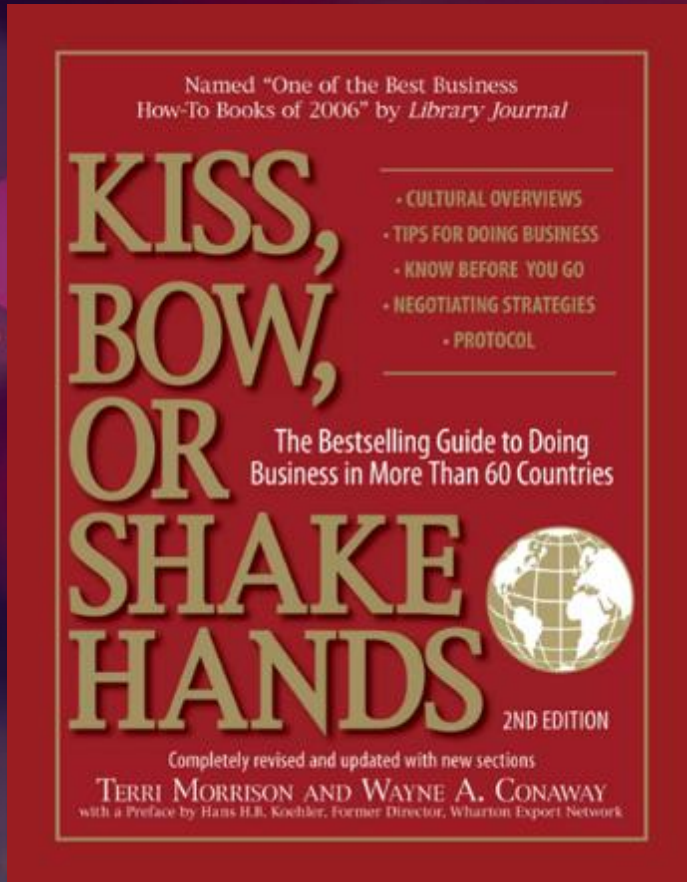
David Taylor, Principal Consultant
Jennifer Henne, Principal Consultant
Dwayne Baptist, Vice President
Bruce Feldman, Vice President

We Will Cover:



- International HR Factors
- Selling into the U.S. Market
- Selling to the Non-U.S. Market
- Dealing with U.S. and International Government Agencies
- Global HR Challenges
- Delivering Orals Around the World
- Using AI in International Markets
- Your Questions

But Wait... There's More!



- Business Customs in Over 60 Countries
 - *Cultural Overviews*
 - *Tips for Doing Business*
 - *Know Before You Go*
 - *Negotiating Strategies*
 - *Protocol*
- How to Get Your Complimentary Copy

Our Panelists

David Taylor



- 30+ years global B&P
- APMP CPP, PMP
- 100+ global orals
- Ran proposal centers in London, Singapore, & U.S.
- Born, educated in the U.K.

Jennifer Henne



- 30+ years subject-matter expertise in Global HR
- 16+ years support of international bid/capture for U.S. defense contractors
- Lived and worked in HR in Germany and the U.K.

Dwayne Baptist



- 30+ years capture, proposals, & project management
- 13 years U.S. Marine Corps
- Solution architect and proposal manager for major European weapons company bidding to the U.S. Army

Bruce Feldman



- 30+ years BD, capture & proposal management
- Leads Lohfeld AI initiatives
- Generative AI lead trainer
- Retired Lt .Col., USAF Reserve and active-duty USAF officer

International HR Factors

Takeaways from our Panel

- Type of Contract
- Period of Performance
- Talent Mix
- Compliance & Regulatory Factors (Home/Host)
- Health & Security
- Understanding of Cultural and Geopolitical Landscape



Selling into the U.S. Market

Takeaways from our Panel

- Best value is not a tender
- Watch the FAR clauses
- English and dollars
- Overseas? Don't forget the local situation
- Know about ITAR and EAR



An EAR-ful of ITAR Blues

- Export Administration Regulations (EAR) – codified by the Export Control Reform Act of 2018
 - Commerce Control List (CCL) – dual-use technologies
- International Traffic in Arms Regulations (ITAR) – codified by the Arms Export Control Act of 1976
 - United States Munitions List (USML) – defense-related articles and services
- You need an export license to allow non-U.S. citizens to see ITAR, even if they are in the U.S.
- Other rules and procedures apply, so do the due diligence

Selling to the Non-U.S. Market

Takeaways from our Panel

- Is it an RFP or an ITT?
- Answer the questions
- 100% compliance
- Know your customer
- Know the local law



Go Bi-Lingual and Leverage Local Resources

- Use bi-lingual proposal documents to make version control easy
- Expect that translation to a local language can take more space
- Use simple, grammatically correct sentences
- Avoid jargon and colloquial terms
- Leverage local resources, such as a local embassy
- Enlist support from your government

Global HR Challenges

Takeaways from our Panel

- Involve HR early!
- Understand timelines
- Assume all regulations apply, unless otherwise exempt
- Know the market for talent
- Consider expatriate management



Dealing with U.S. and International Governments



Takeaways from our Panel

- Do the homework
- Build relationships
- Know the culture

Student of the Business

- Study the agency
- Study the organization that will offer the contract
- Know the rules
- Meet the principals, if possible – and be prepared!
- Remember the cultural context – especially when dealing with a culture foreign to you



Delivering Oral Presentations Around the World



Takeaways from our Panel

- Use bi-lingual slides
- Provide handouts early
- Be strategic with seating
- Get bi-lingual business cards
- Work with an interpreter

Working with an Interpreter

- Must have business and technical vocabulary.
- Provide slides and script well in advance. Freeze early.
- Speak slowly to enhance comprehension – 120 words per minute.
- Speak with short, grammatically correct sentences.
- Interpreting takes three times as long.
- Pick your style; my preference: English first, then the local language.
- Learn some of the local language.

Using Artificial Intelligence (AI) for Success in International Markets

Questions for an expert



Question to Bruce:

Can AI tools help me with translating foreign RFPs into English, and English RFPs into foreign languages?



*The suite of robot graphics in this presentation was generated using AI.

Question to Bruce:

Is it important to have bilingual SME review of proposal content that has been converted for use in a new country and language?



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Question to Bruce:

Can GenAI set style and tone, as well as translation, of proposal content to be appropriate to the recipient country?

Does GenAI perform equally well in converting text, including style and tone, between all of its trained languages?



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Question to Bruce:

Can AI be used to put all resumes in a standard template for Key Personnel?

Can AI translate resumes from one language into the required proposal standard resume template language?



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Question to Bruce:

Are there any regulatory, ethical, or other problems in using AI tools with international proposals?



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Question to Bruce:

Can GenAI review proposal content and identify areas where content may need to be adjusted to comply with international standards for data protection, such as the EU's GPDR?



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Question to Bruce:

Can GenAI review proposal content and identify areas where ITAR compliance needs to be confirmed?



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Question to Bruce:

*How many languages can
AI tools use?*



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Question to Bruce:

Which countries are embracing AI as much as the U.S., and which countries are averse to using AI?



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Question to Bruce:

Will AI tools help me eliminate terminology that is difficult to understand in a foreign language?



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Question to Bruce:

If I am based in the U.S. and preparing a proposal for a foreign audience, is it better to use an AI tool from the destination audience country?



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Audience Questions

? سُؤْال

? otázka

? spørsmål

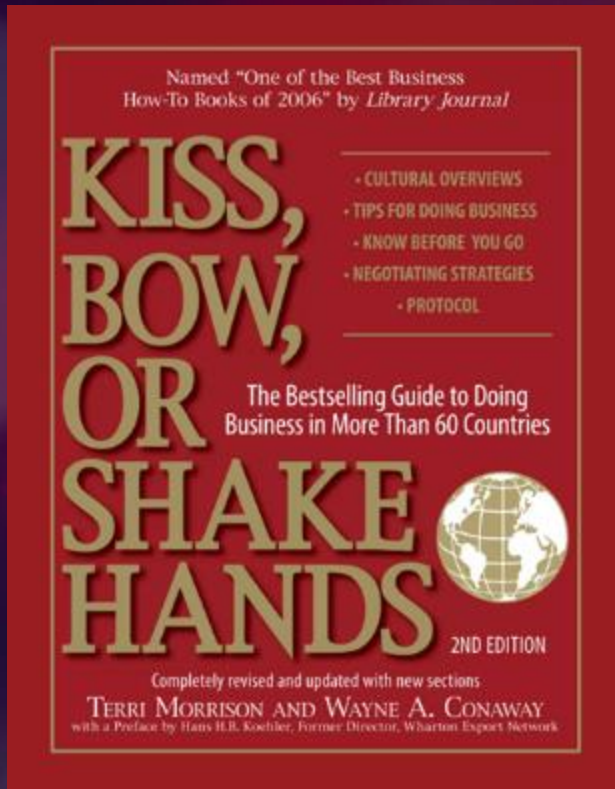
? 问题

? pergunta

? questão

?

But wait – there's more! Did you know...



- Nodding the head
 - *Could mean “I hear you” or “I’m sorry”*
- Silence may be valued
 - *Take time to think before talking*
- Treat business cards with respect
 - *They’re not to be written on*
- Do not use red ink for names
 - *Could indicate being deceased*

Please complete this form and bring it to Lohfeld Consulting's booth to pick up your complimentary copy of *Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More Than 60 Countries*

Name: _____

Title: _____

Company: _____

Email: _____

Phone: _____

Courtesy of **LOHFELD** CONSULTING

50 Complimentary Copies at the Lohfeld Booth

Thank You From Our Panel



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gracias

Thank You

谢谢

شكراً لك

merci

Спасибо



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