



INTERNATIONAL NETWORKING

Training material

Part 4

INCONEXT PROJECT

**Supported by:
THE LEONARDO DA VINCI PROGRAMME**

Project No. LLP-LdV-TOI-2010-LT-0074



How to create and sustain an international network links via new media

Whenever thinking of creating and sustaining international contacts you should follow the recommendations below:

- **Join International Groups and Networks:** Participating in online platforms is one of the easiest ways to make connections and expand your international network. E-mail lists, online groups, and networking sites can be joined without big efforts. Getting involved in these discussions is no big issue. Most famous platforms for professionals are linkedin and xing. (Mashable Business, 2010)
- **Use “traditional” web2.0-tools:** Established networks such as facebook, twitter etc. offer you an easy and timesaving way to stay in touch with your contacts. But keep in mind that the number of contacts is not that important, but the regularity of interaction. (Mashable Business, 2010)
- **Attend International Conferences and Webinars Online:** Nowadays a huge number of webinars and conference streams are broadcasted. Such as normal conferences and seminars you can use breaks to communicate and network with the other attendees. (Mashable Business, 2010)
- **Find a Way to Interact With Your Contacts:** If you want a valuable international network, you’ll need to stay in touch. This can be done by posting relevant information for your contact. You should be as helpful as possible. (Mashable Business, 2010)
- **Make Your Web Presence Internationally Friendly:** You cannot offer a web presence that is translated to every language in the world, but a web page should at least be translated to English. Nowadays translation tools may help to provide an internationally useable web presence. (Mashable Business, 2010)
- **Understand How Networking Differs in Other Cultures:** Networking works differently in different countries. Web pages such as www.kwintessential.co.uk give advice about different cultural norms and values that influence your networking activities. One thing to keep in mind is that in some cultures, personal and business networking is strictly separate. Therefore, it might be advisable to exclude your beach photos from profiles that you plan to use for international business networking. (Mashable Business, 2010)
- **Meet Online Contacts in Person Whenever Possible:** Online contacts are very useful, but the advantages of offline relationships outweigh the advantages of online contacts. So, whenever you have the opportunity to meet online contacts in real life you should take the chance. (Mashable Business, 2010)

Exercise: write in short how to establish best an international network (considering your circumstances)

Conclusion

In this module you have learnt how to network efficiently and effectively, also in an international context. First we introduced with an explanation why networking is important followed by recommendations for effective networking. We presented types of networks (e.g. clusters, virtual enterprise networks etc.) and networking (online business networking, face-to-face business networking etc.). We also introduced important international networking platforms and presented benefits of international networks. At last we described how to create and maintain an international network.

For your internationalization success it is essential to recognize that networking is an easy method to establish business contacts in foreign countries which may act as an incubator of your internationalization efforts.

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