

Business Beyond Borders Episode #1 – Introduction to the Business Beyond Borders podcast

Presenter: Cynthia Dearin

Available at: iTunes:
<https://itunes.apple.com/au/podcast/business-beyond-borders-episode-2-tony-jacobson-international/id1319745264?i=1000397545045&mt=2>

SoundCloud:
<https://soundcloud.com/dearin-associates/business-beyond-borders-episode-2-tony-jacobson>

Cynthia Dearin: Hello. My name is Cynthia Dearin and this is episode #1 of the Business Beyond Borders podcast. For those of you who don't know me, I'm the founder of international business consultancy Dearin and Associates. And the International Business Accelerator, which is a program that helps micro to medium-sized companies get ready to take on the world. I'm the author of Amazon best seller, "Camels, Sheikhs and Billionaires, your guide to business culture in the Middle East and North Africa." But that's not what I'm here to talk about today.

Today is all about welcoming you to the first episode of the Business Beyond Borders podcast, and this is a show where we unlock the secrets of making your small business an international success. Why am I doing this? Well, at Dearin & Associates, we believe in challenging the status quo and we know that there's never been a better time for companies to go global. And we believe that even the smallest businesses deserve the opportunity to be internationally successful. That philosophy derives pretty much everything that we do and that's the big reason for the podcast.

It's also about awareness raising and I wanted to let people know that if you've ever thought about expanding your company off-shore, now's the time to do it. And I know that lots of people are very skeptical that small companies can actually do business internationally and so I wanted to demonstrate that you can. It's possible to become internationally successful even if you're small, and then if you can do it, it generates a lots of benefits, not just for you, but also for the community around you, for your country and if you get it right,

potentially, for the world. But we'll talk about that more in-depth in later episodes of the show.

I also thought that creating a podcast was a really great opportunity to share some lessons that other people had learned. And specifically, I wanted to create a platform to share lessons learned by people who've already been there and done that. So what we're going to do on this show is we're going to dig in to the successes and the failures of people who are operating in the international space. They're going to share their strategies for success and they're also going to talk to us about things that you definitely shouldn't do.

This podcast is also a free resource. It's there to inspire you and to help you create international business strategies that work, and that's another key motivation for the podcast. My team and I are really keen to give back wherever we can and we recognize that if we do a good job, this podcast is going to be a source of information and motivation for people around the world who wouldn't otherwise be able to pay for it. It's our gift to you.

Lastly, just thinking about the bigger picture, I know that international trade helps to break down barriers between cultures. And if you believe Jared Diamond who is a guy who wrote *Guns, Gems and Steel*, it's one of the only things that prevents war. And I'm pretty keen on global harmony. So if I can contribute to that even in a very, very small way, well, probably start.

But you might be wondering how did I wind up here anyway? And why should you keep listening to me? A little bit of background on how I came to be on this podcast. When I was a kid, I had always ... I was very keen on businesses and I was very keen on solving problems. I started my first business venture at the age of four. I stripped off all the oranges of the tree in our back garden, I took them down to the road at the front of our house and I successfully flogged them off even though I'm sure they're pretty disgusting. I was interested in business from a very young age, and I was also really interested in the international scene. When I left university, I went into the foreign service and I thought that I would be getting sent to a French-speaking country or to Japan because those were the languages that I knew. But for my sins, I got sent off to Arabic-language training in Egypt and then I was posted to the United Arab Emirates which is in the Arabian Gulf.

I spent a few years as a diplomat and then I turned into a management consultant and because I had Arabic language skills, I was hired by companies to go and work in Iraq, where I did economic reconstruction work for the

British and the American governments. Fast forward a few years and in 2010, I moved back to Australia, which is where I come from. I took up a job as the CEO at the Australia-Arab Chamber of Commerce. It was really at that point that I started to have a lot to do with smaller businesses and I saw how difficult it was for them to expand internationally and how little structure there was provided for most of these companies to actually help them figure out how they should take their business off-shore.

In 2013, I left the Chamber of Commerce and I started my own company. And it had a focus on the Middle East so it still had this international flavour about it, and it was really about helping companies to solve their business problems. In so far as we were helping companies to operate international. Now, over the last few years, what we've done inside the company has changed, so we now no longer focus solely on the Middle East. We focus on countries all around the world. We help people go to Europe. We help people go to South East Asia. We've got associates in India and New Zealand and London and a bunch of other places. But our focus these days is very much on the micro to medium end of the market. And in helping micro to medium-sized companies be internationally successful.

In particular, we run a program called the International Business Accelerator. That is a program where we equip small companies with the skills and the knowledge that they need to take their company off-shore and we also provide them with a community of like-minded peers who are also doing the same thing. That International Business Accelerator program and the experience that we've had working with small companies is really the things that has prompted me to create this podcast. So today, as I said, I run Dearin & Associates. I run the International Business Accelerator. I have a fantastic team of people based in Australia and also around the world. We do what we do.

So that's a little bit about me. In the next episode of this podcast. I'm going to be talking to you about what has never been a better time to expand your business internationally. And we're going to have the pleasure of meeting some small business owners who've successfully expanded overseas. I'm going to be talking to them about how they did it, I'm going to be asking them about what they suggest you do and I'm going to be asking them to share with us some of the things that they did that they wished that they had avoided.

I look forward to seeing you on the podcast next time. Stay tuned for more. See you then.