

„victoriously bridging cultures“

We forge links for you.

The entry to the Eastern European markets bears a lot of “stony path”. In order to have the best preconditions for successful expansion you have to get along with the country and its people.

We analyse the current state of your company, investigate your chances of success for business abroad in an objective manner, support your steps towards international expansion, counsel and support your launch and market presence, develop and raise awareness for intercultural competence.

A special benefit for you:

We will continue to support you further on prospective markets you probably are not familiar with yet, following the motto:

Beginning is easy, it takes an effort to carry on.

Where you can find us & Where to expand with us >>>

How to continue?

Find out more about our international team, references, publications, seminars schedules under



tel: +43664/ 848 26 60 mail: office@viccc.at

www.viccc.at



victory cross culture consulting®

Market expansion into Eastern European markets. Discover your success >>>



Who created VICCC?

Dr. Viktoriya Zipper –for more than 9 years has been dealing with foreign investments in East Europe. As Ukrainian native she knows the East European market very well. She studied in Kiev, took her doctoral degree at Vienna University of Economics and communicates in ten different languages. Since 2001, the initiator and company manager of VICCC lives and works in Vienna.

Why choose us?

Our team consists of experienced export consultants (INCITE) as well as certified intercultural business trainers (TMC, ITAP) and works together with internalization partners who have already pioneered in Bratislava, Kiev and Ljubljana and have actively dealt with the topic of „New markets“. They all are multilingual and have lived, studied and worked in various East- and West-European countries, contributing their expert knowledge as well as a medley of intercultural and personal experience to the company.

Let yourself be convinced by our recommendations and learn more from our successful customers. To read objective press reports about us go to www.viccc.at/who

What we stand for?

- V** – Victory by overcoming entry barriers
- I** – Intercultural competence as a key to success
- C** – Chances for successful business abroad
- T** – Team- & outcome-oriented approach
- O** – Open discussion about company’s current state
- R** – Reduction of stereotypes
- Y** – Your victory is our success!

Whom we guide to success?

Are you planning or already implementing an expansion in Eastern Europe and looking for professional support with expert know-how? Independent of size, country of origin and experience of international expansion - we welcome all customers that are willing to expand in Eastern Europe and want to benefit from the positive aspects of globalization.

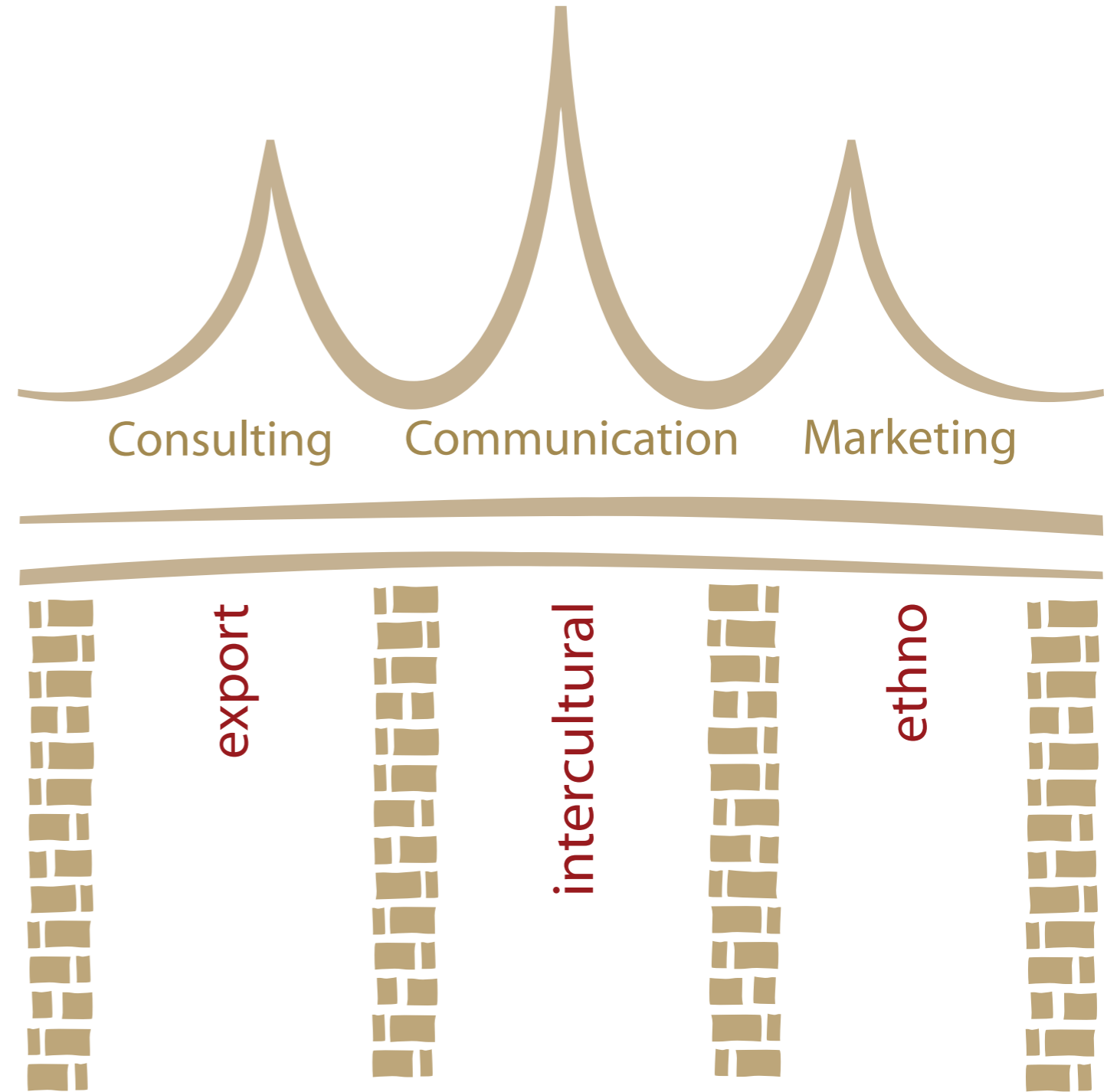
How do you benefit?

Fair package prices or fixed hourly rates – you decide. Also internationalization funding, coverage and tax relief are all important advantages for your strategy abroad. You see: Expansion is a challenge and, given the proper know-how, it can bring along numerous advantages and success!

What we offer?

We support you in your wish to expand into Eastern Europe.

EXPORT Consulting, INTERCULTURAL Trainings and ETHNO-Marketing - in the Eastern Europe countries locally - that is our offer for you. Our V-bridge represents the ways in which we can forge cross cultural links for your company and consists of individually selectable & combinable internationalising services -“building blocks“ for your international success!



- Exportplan and Market entry strategy
- Selection of the appropriate CEE markets
- Market research in the selected country
- Search for sales or production partners
- On-site market cultivation

- Intercultural seminars and lectures
- Translations and language courses
- Relocation services for expatriates

- Adapting your promotional materials to the new market
- Marketing-Mix on-site in CEE
- Ethno-Marketing:addressing specific target groups